

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS#	32.3	25,130	1	DUKES OF HAZZARD#	21.1	43,950
2	DUKES OF HAZZARD#	29.5	22,950	2	DALLAS#	20.6	42,990
3	60 MINUTES	27.5	21,400	3	GREATEST AMERICAN HERO#	19.7	41,150
4	GONE WITH THE WIND PT. 1(S)	26.7	20,770	4	GONE WITH THE WIND PT. 1(S)	19.1	39,830
5	JEFFERSONS#	25.9	20,150	5	60 MINUTES	18.5	38,520
6	ALICE#	25.3	19,680	6	JEFFERSONS#	17.9	37,460
6	M*A*S*H	25.3	19,680	7	CARNIVAL OF THRILLS(S)	17.6	36,710
8	GREATEST AMERICAN HERO#	23.8	18,520	8	M*A*S*H	17.4	36,380
9	LOVE BOAT	23.3	18,130	9	CHIPS	17.4	36,320
10	CARNIVAL OF THRILLS(S)	23.1	17,970	10	THREE'S COMPANY	17.4	36,220
11	MAGNUM, P.I.	22.2	17,270	11	ALICE#	17.2	35,800
11	THREE'S COMPANY	22.2	17,270	12	LOVE BOAT	16.4	34,220
13	HOUSE CALLS	22.1	17,190	13	LAVERNE & SHIRLEY	16.3	34,100
14	LITTLE HOUSE-PRAIRIE#	21.6	16,800	14	HAPPY DAYS	16.1	33,580
15	CHIPS	21.4	16,650	15	LITTLE HOUSE-PRAIRIE#	15.9	33,100
16	TOO CLOSE FOR COMFORT	21.0	16,340	16	INCREDIBLE HULK#	14.9	31,030
16	TRAPPER JOHN, M.D.#	21.0	16,340	17	THAT'S INCREDIBLE	14.8	30,970

WOMEN (18+)				MEN (18+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS#	27.7	22,570	1	60 MINUTES	24.6	18,080
2	GONE WITH THE WIND PT. 1(S)	25.8	21,060	2	DALLAS#	21.2	15,590
3	60 MINUTES	21.4	17,420	3	DUKES OF HAZZARD#	19.0	13,930
4	LITTLE HOUSE-PRAIRIE#	20.8	16,970	4	M*A*S*H	18.1	13,310
5	DUKES OF HAZZARD#	20.6	16,790	5	GONE WITH THE WIND PT. 1(S)	17.8	13,050
6	JEFFERSONS#	20.2	16,430	6	JEFFERSONS#	17.4	12,740
7	M*A*S*H	19.7	16,100	7	ALICE#	16.9	12,390
8	ALICE#	19.6	15,980	8	CHIPS	16.8	12,310
9	THREE'S COMPANY	18.4	14,980	9	BIG EVENT	16.7	12,220
10	LOVE BOAT	18.2	14,830	10	GREATEST AMERICAN HERO#	16.5	12,140
11	HOUSE CALLS	17.6	14,370	11	THAT'S INCREDIBLE	16.5	12,120
12	MAGNUM, P.I.	17.4	14,160	12	CBS WEDNESDAY NIGHT MOVIE	16.3	11,960
13	TOO CLOSE FOR COMFORT	16.9	13,740	13	THREE'S COMPANY	15.7	11,520
14	FANTASY ISLAND	16.2	13,210	14	INCREDIBLE HULK#	15.5	11,350
14	LAVERNE & SHIRLEY	16.2	13,210	15	HOUSE CALLS	15.2	11,120
16	GREATEST AMERICAN HERO#	16.0	13,080	16	REAL PEOPLE	15.0	10,970

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	25.0	12,690
2	GONE WITH THE WIND PT. 1(S)	24.4	12,420
3	M*A*S*H	20.3	10,300
4	GREATEST AMERICAN HERO#	19.4	9,890
5	DUKES OF HAZZARD#	18.8	9,550
6	LAVERNE & SHIRLEY	18.7	9,530
7	LITTLE HOUSE-PRAIRIE#	18.7	9,490
8	THREE'S COMPANY	18.6	9,470
9	FANTASY ISLAND	17.8	9,070
10	HOUSE CALLS	17.8	9,030
11	HAPPY DAYS	17.7	8,980
12	LOVE BOAT	17.3	8,800
13	JEFFERSONS#	17.1	8,690
14	TOO CLOSE FOR COMFORT	16.8	8,530
15	ALICE#	16.7	8,500
16	CHIPS	16.0	8,150

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	31.9	7,910
2	60 MINUTES	31.7	7,870
3	WALTONS	27.4	6,800
4	GONE WITH THE WIND PT. 1(S)	26.6	6,610
5	LITTLE HOUSE-PRAIRIE#	25.6	6,340
6	JEFFERSONS#	25.4	6,300
7	DUKES OF HAZZARD#	24.9	6,170
8	ALICE#	24.8	6,150
9	ARCHIE BUNKER'S PLACE#	23.2	5,750
10	MAGNUM, P.I.	22.6	5,600
11	REAL PEOPLE	22.5	5,570
12	PROJECT PEACOCK(S)	22.2	5,510
13	LOVE BOAT	20.9	5,190
14	ONE DAY AT A TIME#	20.3	5,030
15	TRAPPER JOHN, M.D.#	18.9	4,700
16	CBS EVENING NEWS-RATHER	18.9	4,680
17	DIFF'RENT STROKES	18.8	4,670

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GREATEST AMERICAN HERO#	21.1	10,270
2	60 MINUTES	18.8	9,150
3	DALLAS#	18.5	8,980
4	M*A*S*H	18.1	8,790
5	BIG EVENT	17.2	8,370
6	DUKES OF HAZZARD#	17.1	8,300
7	GONE WITH THE WIND PT. 1(S)	16.4	7,960
8	CHIPS	16.3	7,930
9	INCREDIBLE HULK#	16.0	7,760
10	THREE'S COMPANY	15.6	7,600
11	THAT'S INCREDIBLE	15.6	7,580
12	CBS WEDNESDAY NIGHT MOVIE	15.5	7,520
13	LOVE BOAT	14.9	7,250
14	SOAP	14.7	7,130
15	JEFFERSONS#	14.2	6,880
16	ABC SUNDAY NIGHT MOVIE	14.0	6,820
16	HOUSE CALLS	14.0	6,820

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	38.2	7,380
2	ARCHIE BUNKER'S PLACE#	27.1	5,240
3	ALICE#	26.6	5,140
4	DALLAS#	25.9	5,000
5	REAL PEOPLE	25.6	4,950
6	JEFFERSONS#	25.2	4,880
7	ONE DAY AT A TIME#	23.9	4,620
8	DUKES OF HAZZARD#	23.4	4,530
9	WALTONS	22.3	4,310
10	GONE WITH THE WIND PT. 1(S)	21.4	4,140
11	MAGNUM, P.I.	19.5	3,770
12	CBS WEDNESDAY NIGHT MOVIE	19.2	3,710
12	LOBO#	19.2	3,710
14	PROJECT PEACOCK(S)	19.1	3,700
15	CBS EVENING NEWS-RATHER	18.2	3,520
15	DIFF'RENT STROKES	18.2	3,520
17	M*A*S*H	18.2	3,510

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																	
BARNEY MILLER																																	
	THU.	9.00P	30	ABC	CS		17	193	188	A 17.0	26	1323	1711	692	277	744	286	438	400	326	243	555	214	344	319	242	171	245	141	167	102		
								96	97	B 18.9	29	1470	1761	723	311	789	325	494	430	340	224	598	257	396	346	260	163	184	96	190	137		
BENSON																																	
	FRI.	8.00P	30	ABC	CS		19	184	189	A 14.6	24	1136	1779	703	300	797	228	409	400	368	322	612	221	358	311	279	205	141	86^	229	160		
								93	95	B 16.4	27	1276	1813	774	321	851	274	463	440	406	309	550	178	301	285	270	196	168	98	244	174		
BIG EVENT																																	
	SUN.	9.00P	120	NBC	FV		23	202	198	A 18.9	29	1470	1928	761	342	832	327	555	506	393	215	831	339	568	513	407	189	104	53^	161	127		
		9.00 - 9.30						99	99	B 19.0	29	1478	1919	717	316	795	330	530	460	365	200	786	343	546	470	363	180	177	79	161	113		
		9.30 - 10.00								A 19.2	28	1494	2000	744	332	816	312	522	486	378	230	838	354	566	522	400	188	126	64^	220	158		
		10.00 - 10.30								A 19.3	29	1502	1879	721	329	799	314	528	488	385	211	829	336	558	503	408	200	94	53^	157	118		
		10.30 - 11.00								A 18.9	30	1470	1923	783	353	850	350	538	521	400	204	837	337	577	518	412	188	100	49^	136	115		
										A 18.4	30	1432	1876	781	347	849	334	574	523	420	208	807	327	569	505	400	174	89	44^	131	116		
BJ AND THE BEAR																																	
	1 TUE.	9.00P	60	NBC	A		9	193	201	A 17.3	26	1346	2008	746	291	791	269	440	392	333	291	779	281	442	413	370	249	157	65^	281	170		
	2 TUE.	8.00P	60					97	99	B 18.7	28	1455	2002	689	257	752	258	418	362	324	278	759	269	447	390	360	248	199	73	292	194		
		8.00 - 8.30								A 16.1	25	1253	2038	697	223	779	281	410	324	259	326	719	291	387	307	271	267	212	94^	328	195		
		8.30 - 9.00								A 17.5	26	1362	2004	643	212	791	252	376	299	233	288	738	285	393	330	280	271	209	105^	356	220		
		9.00 - 9.30								A 17.5	26	1362	1996	826	349	847	272	495	471	423	276	820	259	491	511	473	220	92^	22^	237	137^		
		9.30 - 10.00								A 18.2	27	1416	1948	803	365	821	261	464	460	412	271	822	288	485	481	431	242	107^	39^	198	126^		
BOSOM BUDDIES																																	
	THU.	8.30P	30	ABC	CS		16	189	184	A 16.1	24	1253	1946	735	330	804	329	559	448	362	212	525	230	350	301	216	140	259	148	358	210		
								95	97	B 17.9	27	1393	1976	692	327	768	351	535	433	321	177	597	292	435	361	244	123	260	145	351	247		
BRADY BRIDES																																	
							3	169	177	A 14.4	23	1120	1855	685	216	814	302	462	339	310	291	553	165	273	256	239	213	164	95^	324	244		
FRI. 8.30P 30 NBC CS 94 95																																	
BUCK ROGERS-25TH CENTURY																																	
	THU.	8.00P	60	NBC	SF		8	178	186	A 16.0	25	1245	2038	624	237	679	316	444	377	251	180	677	324	514	447	294	106	208	78^	474	317		
		8.00 - 8.30						94	96	B 15.5	23	1206	2094	646	271	702	308	503	427	308	151	672	312	504	446	312	111	239	82	481	314		
		8.30 - 9.00								A 15.3	24	1190	1989	612	235	670	306	426	358	241	193	660	306	495	436	292	111	206	82^	453	304		
										A 16.8	25	1307	2064	627	236	679	324	458	390	258	165	687	339	528	450	293	103	209	73^	489	326		
BUGS BUNNY BUSTIN OUT(S)																																	
	2 FRI.	8.30P	30	CBS	EA			193		A 19.2	31	1494	1977	513	177	580	307	423	336	205	135^	472	219	350	259	214	103^	180	95^	745	359		
								97																									
CARNIVAL OF THRILLS(S)																																	
	2 FRI.	9.00P	120	CBS	CS			196		A 23.1	38	1797	2043	591	223	663	247	392	331	318	232	568	242	366	310	269	157	238	97^	574	398		
		9.00 - 9.30						98		A 22.2	36	1727	2108	586	225	651	251	394	333	297	227	567	227	352	291	264	177	214	89^	676	438		
		9.30 - 10.00								A 22.3	37	1735	2121	602	233	669	253	399	343	316	232	564	225	360	308	280	163	214	87^	674	447		
		10.00 - 10.30								A 24.5	41	1906	1984	587	218	666	242	385	321	331	238	558	242	367	304	268	145	257	102^	503	371		
		10.30 - 11.00								A 23.5	41	1828	1955	585	215	661	240	389	326	323	229	581	266	385	332	272	147	262	108^	451	340		
CBS EVENING NEWS-RATHER																																	
	M-F	6.30P	30	CBS	N		120	197	197	A 15.0	26	1167	1584	704	229	786	166	301	320	366	403	654	143	298	310	342	301	65	29^	79	50		
								99	99	B 15.6	27	1214	1577	708	217	770	149	286	323	376	401	635	134	279	287	331	302	79	38	93	58		
CBS EVENING NEWS-DEAN																																	
	2 SUN.	6.30P	30	CBS	N		15	169		A 10.2	19	794	1639	787	212^	848	169^	315	295^	366	482	711	136^	252^	321	352	390	10^	10^	70^	27^		
								92		B 10.6	18	825	1648	735	265	818	180	315	320	369	435	670	154	293	313	332	318	58	25	102	64		
CBS SAT. NEWS-SCHIEFFER																																	
	SAT.	6.30P	30	CBS	N	</																											

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
							AVG. AUD. %	AVG. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2				TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																								
FANTASY ISLAND-CONT'D																								
		10.00 - 10.30						A 20.4 36 1587	1876	755 353	850 392	583 478	319 229				608 286	432 323	236 148			225 145	193 133	
		10.30 - 11.00						A 19.9 37 1548	1884	740 356	831 377	571 471	328 224				614 269	422 332	247 158			249 151	190 126	
FLAMINGO ROAD																								
1	TUE.	10.00P	60	NBC	GD	99	99	A 17.8 29 1385	1763	825 295	883 345	516 436	348 294				667 240	348 330	275 240			129 73A	84A 45A	
2	TUE.	9.00P	120					B 16.8 27 1307	1734	760 291	820 301	480 430	371 264				699 246	390 366	321 243			134 72	81 48	
		9.00 - 9.30						A 17.8 27 1385	1813	790 280	852 312	481 397	327 306				669 201	315 308	294 289			126A 60A	166A 87A	
		9.30 - 10.00						A 18.0 29 1400	1787	832 281	872 311	491 421	345 304				667 209	311 302	272 286			122A 63A	126A 64A	
		10.00 - 10.30						A 18.1 29 1408	1738	823 293	883 360	524 447	348 286				661 251	358 342	274 218			127 73A	67A 36A	
		10.30 - 11.00						A 17.3 30 1346	1756	849 316	913 369	548 458	360 293				671 267	376 346	269 211			132 83A	40A 24A	
FLAMINGO ROAD(B)																								
1	MON.	10.00P	60	NBC	GD	97		A 15.1 25 1175	1737	911 385	954 391	538 439	399 310				540 144A	240 264	290 226			139A 70A	104A 46V	
		10.00 - 10.30						A 15.5 25 1206	1769	927 386	975 382	543 446	412 329				544 152A	245 257	281 233			144A 73A	106A 47V	
		10.30 - 11.00						A 14.6 25 1136	1703	898 385	933 398	535 433	389 291				533 133A	230 272	302 218			135A 67A	102A 47V	
FLO																								
	SAT.	8.30P	30	CBS	CS	95	94	A 14.8 25 1151	1811	743 315	829 251	431 386	373 329				565 177	302 268	264 229			168 95A	249 155	
								B 14.8 25 1151	1811	743 315	829 251	431 386	373 329				565 177	302 268	264 229			168 95	249 155	
GANGSTER CHRONICLES																								
	SAT.	9.00P	60	NBC	GD	97	97	A 10.6 18 825	1881	672 268	732 209	350 408	371 277				858 239	455 508	455 294			162 51A	129A 92A	
		9.00 - 9.30						B 12.1 20 941	1911	689 268	754 231	395 429	392 257				846 258	470 508	458 260			166 62	145 107	
		9.30 - 10.00						A 10.7 18 832	1869	676 263	731 208	344 400	364 284				838 221	441 496	456 288			157 47A	143A 100A	
								A 10.6 18 825	1865	662 274	725 212	354 410	370 263				867 252	463 515	451 296			163 51A	110A 80A	
GONE WITH THE WIND PT. 1(S)																								
2	SUN.	8.00P	180	CBS	FF	99		A 26.7 40 2077	1918	914 417	1015 368	598 506	455 319				629 259	384 303	276 199			165 129	109A 84A	
		8.00 - 8.30						A 26.4 39 2054	2008	926 444	1032 382	608 504	467 311				639 257	390 301	281 203			171 133	166 114A	
		8.30 - 9.00						A 26.7 38 2077	1940	921 432	1024 386	605 495	452 314				613 252	382 311	272 184			156 123	147 108A	
		9.00 - 9.30						A 26.8 38 2085	1903	921 394	1021 369	601 504	449 325				616 249	367 294	272 199			171 138	95A 78A	
		9.30 - 10.00						A 27.2 40 2116	1904	901 396	1005 365	598 503	448 320				621 259	375 284	266 206			176 136	102A 78A	
		10.00 - 10.30						A 27.0 42 2101	1898	909 408	1007 354	594 516	454 324				642 266	389 313	285 203			170 130	79A 66A	
		10.30 - 11.00						A 26.1 43 2031	1857	898 423	996 351	584 520	463 316				641 271	398 315	277 201			152 117	68A 59A	
GREATEST AMERICAN HERO																								
2	WED.	8.00P	120	ABC	A	99		A 23.8 35 1852	2222	660 320	707 349	533 453	311 127A				655 378	553 465	253 46A			338 167	522 364	
		8.00 - 8.30						B 23.8 35 1852	2222	660 320	707 349	533 453	311 127				655 378	553 465	253 46			338 167	522 364	
		8.30 - 9.00						A 22.4 34 1743	2227	661 318	711 366	530 432	289 136A				636 347	525 444	265 57A			330 165	550 378	
		9.00 - 9.30						A 24.1 35 1875	2229	645 301	686 341	528 448	301 116A				620 350	524 437	248 49A			344 168	579 392	
		9.30 - 10.00						A 25.4 37 1976	2227	654 321	703 336	530 456	323 129				670 399	584 490	251 35A			353 170	501 360	
								A 23.4 35 1821	2194	676 337	726 351	546 465	331 132				691 412	581 485	255 44A			317 163	460 326	
HAPPY DAYS																								
	TUE.	8.00P	30	ABC	CS	96	98	A 20.5 31 1595	2105	742 295	817 349	562 440	356 202				543 232	381 282	238 126			282 171	463 311	
								B 21.3 32 1657	2007	679 312	767 343	528 429	323 193				526 235	357 291	221 137			253 143	461 317	
HARPER VALLEY																								
	FRI.	8.00P	30	NBC	CS	95	95	A 15.6 26 1214	1814	741 240	827 250	397 312	343 370				593 150	248 261	260 263			128 57A	266 188	
								B 17.6 29 1369	1936	780 277	872 268	436 368	391 368				635 167	289 273	310 288			131 62	298 212	
HART TO HART																								
	TUE.	10.00P	60	ABC	PD	97	99	A 18.1 30 1408	1647	717 243	776 278	491 450	373 232				627 296	444 347	255 150			139 91	105 82A	
		10.00 - 10.30						B 20.0 32 1556	1712	734 290	808 317	517 458	368 229				637 286	426 354	267 173			170 93	97 68	
		10.30 - 11.00						A 18.4 30 1432	1658	721 253	784 288	497 447	370 231				613 291	432 335	252 146			147 97	114 89	
								A 17.9 31 1393	1617	705 229	758 263	480 448	372 231				632 297	451 359	257 149			132 85A	95 72A	
HILL STREET BLUES																								
	SAT.	10.00P	60	NBC	OP	97	97	A 11.3 20 879	1695	657 293	680 235	415 412	356 187				790 307	522 498	369 209			146 43A	79A 71A	
		10.00 - 10.30						B 13.9 25 1081	1799	681 308	730 252	441 428	374 205				818 302	512 476	412 227			147 42	104 80	
		10.30 - 11.00						A 11.2 20 871	1734	674 304	691 230	417 421	366 194				813 309	538 516	395 215			152 46A	78A 72A	
								A 11.3 21 879	1660	652 286	676 241	417 409	350 181				767 306	508 484	345 201			136 37A	81A 69A	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
HOUSE CALLS																																	
		MON.	9.30P	30	CBS	CS	17 99	191 98	A 22.1 33 1719	B 22.4 33 1743	1731 1744	751 771	343 328	836 846	304 320	524 506	472 451	388 380	236 274	645 617	233 251	396 383	364 330	312 275	200 188	148 156	89 82	102 125	81 92				
I'M A BIG GIRL NOW																																	
		FRI.	8.30P	30	ABC	CS	18 93	184 93	A 13.7 22 1066	B 15.9 26 1237	1674 1795	718 779	317 325	802 862	235 282	380 460	364 438	353 402	350 316	558 546	168 174	278 298	271 293	247 268	230 196	109 ^A 158	67 ^A 97	205 229	137 165				
INCREDIBLE HULK																																	
		1 FRI.	8.00P	60	CBS	SF	14 99	198	A 19.8 32 1540	B 17.9 29 1393	2015 2141	585 676	308 282	655 764	244 291	409 465	356 414	296 334	196 239	737 692	338 272	503 446	419 392	325 324	181 199	162 176	41 ^A 84	461 509	284 310				
		8.00 - 8.30							A 17.8 29 1385	B 21.8 34 1696	1983 2035	580 588	317 299	641 662	246 236	405 407	361 354	290 304	181 206	722 749	333 344	491 513	410 425	315 331	175 186	153 ^A 169	40 ^V 43 ^A	467 455	283 282				
JEFFERSONS																																	
		1 SUN.	9.30P	30	CBS	CS	17 99	193	A 25.9 39 2015	B 23.6 35 1836	1859 1808	767 826	289 310	816 897	257 262	431 461	415 428	375 414	314 362	632 601	197 176	342 302	318 284	323 284	242 253	170 168	86 ^A 87	241 142	161 104				
KNOTS LANDING																																	
		THU.	10.00P	60	CBS	GD	15 99	196 98	A 19.5 34 1517	B 18.9 31 1470	1539 1713	748 800	247 308	848 897	311 351	490 539	417 459	377 391	301 286	530 573	223 222	310 346	263 291	214 254	173 185	108 142	77 ^A 88	53 ^A 101	35 ^A 68				
		10.00 - 10.30							A 19.8 33 1540	B 19.1 35 1486	1538 1542	747 755	248 247	842 858	303 319	477 501	413 422	376 378	306 300	531 529	213 233	303 314	263 262	223 206	180 167	107 108	74 ^A 82	58 ^A 47 ^A	39 ^A 29 ^A				
LAVERNE & SHIRLEY																																	
		TUE.	8.30P	30	ABC	CS	16 96	189 99	A 20.3 30 1579	B 21.0 31 1634	2160 1993	756 696	309 335	836 783	369 367	602 556	471 451	374 323	177 181	551 516	253 241	402 363	294 299	235 211	119 123	292 236	180 140	481 458	341 312				
LEGENDS OF THE WEST(S)																																	
		2 SUN.	7.00P	60	ABC	DO		186 98	A 10.3 16 801	B 10.3 17 801	2404 2449	820 846	316 304	851 880	313 316	479 493	430 424	377 385	267 ^A 289 ^A	943 972	383 387	693 693	555 539	442 450	195 ^A 225 ^A	267 ^A 245 ^A	94 ^A 98 ^A	343 352	235 ^A 240 ^A				
		7.30 - 8.00							A 10.3 16 801		2348 793	793 325		820 305	463 434	367 247 ^A				908 483	373 171	688 268	568 250	434 227	166 ^A 182	289 ^A 148	92 ^A 105 ^A	331 330	227 ^A 193				
LITTLE HOUSE-PRAIRIE																																	
		1 MON.	8.00P	120	NBC	GD	23 99	214	A 21.6 32 1680	B 22.9 33 1782	1970 1952	925 831	317 302	1009 921	420 338	563 494	435 425	344 353	377 363	483 533	171 168	268 271	250 249	227 238	182 229	148 163	105 ^A 108	330 335	193 206				
		8.00 - 8.30							A 21.1 31 1642	B 22.6 33 1758	1978 1941	944 903	307 312	1018 990	411 403	555 545	420 419	348 342	399 375	465 454	160 155	241 250	224 227	228 223	192 175	122 ^A 129 ^A	86 ^A 96 ^A	373 368	209 207				
		8.30 - 9.00							A 21.8 32 1696	B 21.1 31 1642	1994 1944	914 930	310 338	1003 1019	425 438	564 587	440 457	335 353	371 364	520 490	189 183	297 284	273 274	236 218	187 169	162 171	118 ^A 117 ^A	309 264	187 163				
LOBO																																	
		1 TUE.	8.00P	60	NBC	A	9 94	180	A 18.6 28 1447	B 18.6 27 1447	1926 1991	780 748	312 254	809 801	253 223	438 412	397 380	356 385	319 321	741 749	210 205	385 381	427 372	395 385	258 301	43 ^A 131	LT 42	333 310	186 193				
		8.00 - 8.30							A 18.0 27 1400	B 18.6 28 1502	1894 1939	766 787	301 318	794 817	237 264	417 450	382 408	353 357	326 312	731 743	210 204	377 386	417 436	385 401	259 254	34 ^V 52 ^A	LT LT	335 327	178 193				
LOU GRANT																																	
		MON.	10.00P	60	CBS	GD	18 99	196 99	A 19.7 33 1533	B 19.1 31 1486	1535 1574	710 747	278 296	789 819	255 327	435 507	428 460	368 358	284 246	605 581	193 244	339 360	335 315	298 248	221 180	85 123	51 ^A 65	56 ^A 51	46 ^A 36				
		10.00 - 10.30							A 20.1 33 1564	B 19.2 34 1494	1559 1515	708 711	287 267	791 785	260 245	439 424	429 427	368 369	280 290	610 603	197 192	353 329	343 328	305 293	212 229	90 82	54 ^A 52 ^A	68 ^A 45 ^A	54 ^A 37 ^A				
LOVE BOAT																																	
		SAT.	9.00P	60	ABC	CS	21 97	193 98	A 23.3 39 1813	B 24.6 41 1914	1887 1972	750 777	291 314	819 861	317 319	485 505	387 440	333 367	286 293	590 566	262 223	400 353	291 298	219 247	171 175	178 206	119 125	300 339	235 250				
		9.00 - 9.30							A 22.5 38 1751	B 24.1 40 1875	1911 1859	751 748	281 300	816 820	317 316	485 485	386 389	329 336	283 290	596 582	264 260	405 392	298 283	221 214	172 169	184 173	123 116	315 284	244 226				
MAGNUM, P.I.																																	
		THU.	9.00P	60	CBS	PD	12 99	196 97	A 22.2 34 1727	B 21.1 32 1642	1687 1828	743 777	251 294	820 874	242 276	429 474	409 444	384 419	325 322	597 574	204 206	339 358	307 343	289 335	219 254	100 121	66 ^A 66	170 159	129 107				
		9.00 - 9.30							A 21.7 33 1688	B 22.7 35 1766	1696 1669	743 743	248 252	817 821	237 247	420 435	404 414	387 382	327 321	595 594	198 207	331 344	298 316	294 284	229 208	96 104	60 ^A 71	188 150	144 113				
M*A*S*H																																	
		MON.	9.00P	30	CBS	CS	17 99	190 98	A 25.3 37 1968	B 25.8 37 2007	1849 1845	736 758	353 333	817 830	322 332	523 511	454 448	360 358	224 260	677 640	274 267	448 413	406 360	314 290	178 181	180 182	93 87	175 193	127 136				

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
NERO WOLFE-CONT'D																														
	FRI.	9.00P	60	NBC	PD	93	91	B	13.2	21	1027	1733	763	291	845	232	424	423	412	339	667	175	318	329	338	288	116	65	105	65
		9.00 - 9.30						A	11.7	19	910	1773	748	300	847	248	431	401	399	324	656	160	298	335	324	266	141	75	129	81
		9.30 - 10.00						A	12.0	19	934	1731	737	298	840	246	426	410	393	324	670	164	315	342	332	269	125	73	96	57
NEWSBREAK-M-F																														
	M-F	8.58P	1	CBS	N	86	91	A	15.5	23	1206	1935	692	285	778	250	399	362	333	311	634	222	352	302	290	236	144	62	379	253
								B	16.7	25	1299	1950	709	277	796	271	441	396	357	291	624	209	353	328	308	218	179	88	351	228
NEWSBREAK-SAT.																														
	SAT.	8.58P	1	CBS	N	91	90	A	12.2	20	949	1884	740	329	836	273	448	388	375	315	585	193	313	269	267	225	204	114	259	163
								B	13.5	22	1050	1913	727	273	804	276	442	402	367	293	648	245	371	346	292	216	157	67	304	200
NEWSBREAK-SUN.																														
	1 SUN.	8.58P	1	CBS	N	95	95	A	22.6	32	1758	1962	909	418	1014	378	584	475	422	337	624	235	351	288	269	224	150	97	174	125
	2 SUN.	8.56P	2					B	21.6	31	1680	1899	800	320	893	276	466	411	406	353	628	192	317	288	292	262	175	97	203	144
ONE DAY AT A TIME																														
	1 SUN.	8.30P	30	CBS	CS	98		A	18.8	27	1463	1681	735	307	775	245	363	353	308	345	583	158	237	217	242	316	113	46	210	122
								B	22.5	32	1751	1840	791	309	878	250	418	381	394	387	630	171	295	283	297	284	147	87	185	130
PALMERSTOWN																														
	2 TUE.	8.00P	60	CBS	GD		175	A	15.9	24	1237	1835	719	334	828	197	364	363	361	369	650	210	312	310	251	275	97	46	260	150
		8.00 - 8.30					98	B	15.9	24	1237	1835	719	334	828	197	364	363	361	369	650	210	312	310	251	275	97	46	260	150
		8.30 - 9.00						A	15.6	24	1214	1843	717	343	832	187	358	361	370	378	646	200	307	311	253	280	96	48	269	162
								A	16.2	24	1260	1817	717	322	821	204	367	368	350	358	647	212	314	303	251	271	99	44	250	138
PROJECT PEACOCK(S)																														
	2 MON.	8.00P	60	NBC	FV		215	A	15.2	23	1183	1885	895	341	1010	273	471	386	381	466	571	111	186	202	270	313	101	80	203	116
							99																							
		8.00 - 8.30						A	16.0	24	1245	1910	888	355	1003	279	480	392	369	458	594	120	191	210	271	329	94	71	219	133
		8.30 - 9.00						A	14.4	21	1120	1847	901	323	1012	266	458	378	390	473	541	99	179	190	266	296	110	89	184	99
QUINCY, M.E.																														
	WED.	10.00P	60	NBC	OP	98	99	A	15.3	26	1190	1645	813	290	867	296	524	488	404	264	604	220	373	347	264	193	132	70	42	26
		10.00 - 10.30						B	18.5	31	1439	1695	777	292	836	307	509	468	387	256	620	225	378	346	281	203	153	78	86	67
		10.30 - 11.00						A	15.6	26	1214	1659	821	301	879	293	529	488	415	270	587	201	361	339	268	192	142	72	51	31
								A	15.0	27	1167	1615	805	276	851	294	514	486	392	258	622	238	386	357	260	194	115	65	27	17
REAL PEOPLE																														
	WED.	8.00P	60	NBC	PV	98	99	A	20.5	31	1595	1841	692	271	796	201	359	357	370	350	686	167	307	304	333	309	166	70	193	136
		8.00 - 8.30						B	21.8	34	1696	1854	731	276	799	227	395	373	372	324	692	206	360	349	330	267	158	65	205	131
		8.30 - 9.00						A	20.0	31	1556	1844	679	270	784	194	347	347	371	350	688	162	302	304	340	312	168	72	204	136
								A	21.1	31	1642	1823	695	265	795	202	364	363	367	345	680	170	310	299	324	306	168	70	180	134
RIKER																														
	SAT.	10.00P	60	CBS	PD	96	97	A	12.6	23	980	1688	752	247	812	255	477	452	388	257	685	243	408	373	322	225	60	43	131	91
		10.00 - 10.30						B	12.6	23	980	1688	752	247	812	255	477	452	388	257	685	243	408	373	322	225	60	43	131	91
		10.30 - 11.00						A	12.6	22	980	1705	760	251	820	259	492	465	394	253	692	240	409	373	329	227	59	40	134	92
								A	12.6	23	980	1658	739	239	801	252	463	438	378	259	678	247	406	371	313	222	55	42	124	87
60 MINUTES																														
	SUN.	7.00P	60	CBS	DN	99	99	A	27.5	44	2140	1800	741	296	815	212	378	345	387	369	846	252	428	385	378	346	75	49	64	41
		7.00 - 7.30						B	27.1	42	2108	1762	753	297	828	208	367	359	388	386	763	215	377	364	372	314	87	41	84	58
		7.30 - 8.00						A	25.9	43	2015	1800	732	285	805	198	355	328	383	378	857	250	432	391	389	353	74	49	64	41
								A	29.2	45	2272	1789	742	304	817	223	393	359	389	356	828	250	420	381	367	334	78	49	66	41
SOAP																														
	MON.	10.00P	60	ABC	CS	99	98	A	16.8	28	1307	1686	706																	

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
THAT'S INCREDIBLE						23	179	198	A	20.7	31	1610	1924	668	289	733	300	466	427	312	189	754	311	471	431	320	210	149	64^	288	209
MON. 8.00P 60 ABC PV						95	98	B	20.6	30	1603	1927	667	278	726	260	435	401	345	221	734	279	445	397	329	226	171	68	296	211	
8.00 - 8.30								A	20.0	30	1556	1880	662	279	715	273	435	406	316	200	744	297	447	408	314	224	147	66^	274	203	
8.30 - 9.00								A	21.3	31	1657	1967	676	300	753	328	497	451	309	177	762	323	492	453	326	197	150	60^	302	216	
THAT'S MY LINE						5	118		A	9.6	14	747	1960	893	486	956	268^	488	488	510	372	580	98^	247^	251^	374	296^	189^	40v	235^	121^
1 TUE. 8.00P 60 CBS CV						85		B	14.9	22	1159	1752	765	298	880	242	409	378	408	391	587	140	273	294	322	251	121	72	164	98	
8.00 - 8.30								A	9.1	14	708	2008	895	478	957	265^	478	488	510	381	594	110^	247^	249^	372	309^	184^	37v	273^	144^	
8.30 - 9.00								A	10.2	15	794	1885	880	486	941	266^	488	477	503	362	559	86^	243^	247^	372	282^	189^	42v	196^	96^	
THOSE AMAZING ANIMALS						23	188		A	11.9	19	926	2080	728	274	801	325	512	447	314	227^	591	210^	337	360	269	181^	185^	121^	503	334
1 SUN. 7.00P 60 ABC PV						95		B	13.8	21	1074	2114	717	273	797	288	474	420	351	258	697	258	420	393	332	215	210	108	410	266	
7.00 - 7.30								A	11.4	19	887	2136	764	299	835	329	523	474	335	242^	594	210^	327	359	267	188^	169^	112^	538	363	
7.30 - 8.00								A	12.4	19	965	2017	690	247	764	318	496	419	293	212^	585	213^	342	357	263	174^	197^	130^	471	308	
THREE'S COMPANY						19	205	209	A	22.2	33	1727	2097	799	314	869	338	548	470	377	254	667	302	440	327	254	179	264	170	297	211
TUE. 9.00P 30 ABC CS						99	99	B	22.6	33	1758	1853	723	314	800	333	511	430	341	233	591	248	374	326	250	171	207	112	255	177	
TOO CLOSE FOR COMFORT						17	206	209	A	21.0	32	1634	1884	768	289	840	316	522	453	383	254	618	273	405	305	247	170	229	144	197	137
TUE. 9.30P 30 ABC CS						99	99	B	21.0	31	1634	1747	722	304	795	315	500	428	354	234	588	244	370	327	253	171	193	107	171	117	
TRAPPER JOHN, M.D.						13	191		A	21.0	34	1634	1458	749	280	793	281	434	420	333	287	488	163	248	228	220	208	122^	62^	55^	36v
1 SUN. 10.00P 60 CBS GD						99		B	21.5	34	1673	1659	803	314	873	272	466	435	398	335	555	171	284	264	256	229	154	90	77	53	
10.00 - 10.30								A	21.9	35	1704	1485	752	280	794	281	438	425	334	286	501	171	259	239	227	208	121^	66^	69^	46^	
10.30 - 11.00								A	20.1	34	1564	1420	745	277	791	281	431	415	331	289	470	154	234	214	211	208	120^	57^	39v	25v	
20/20						21	194		A	17.4	30	1354	1436	665	250	714	253	449	402	337	200	630	201	377	388	331	195	58^	35v	34v	34v
1 THU. 10.00P 60 ABC DN						97		B	17.3	29	1346	1622	728	260	787	282	483	434	375	239	673	260	429	376	306	204	107	54	55	40	
10.00 - 10.30								A	18.3	31	1424	1470	678	254	726	263	463	417	341	200	633	202	386	399	336	189	62^	36v	49^	49^	
10.30 - 11.00								A	16.6	30	1291	1382	643	238	690	236	430	381	332	197	621	199	362	368	321	203	55^	35v	16v	16v	
240-ROBERT						3	185	179	A	14.5	24	1128	2059	679	241	738	256	449	373	327	239	735	293	478	381	306	226	197	101^	389	255
SAT. 8.00P 60 ABC OP						95	96	B	14.8	25	1151	2100	669	244	726	262	445	355	305	243	731	294	477	375	311	221	192	87	451	296	
8.00 - 8.30								A	13.0	22	1011	2076	696	250	758	251	450	382	345	258	752	289	484	382	324	237	195	94^	371	234	
8.30 - 9.00								A	16.0	26	1245	2031	658	231	715	258	441	362	309	225	717	293	470	372	292	221	197	108	402	272	
VEGA\$						16	168	194	A	14.2	24	1105	1822	697	362	834	399	563	455	342	206	688	346	461	333	271	153	200	112	100^	51^
WED. 10.00P 60 ABC PD						94	98	B	15.6	26	1214	1745	724	317	815	351	522	426	340	225	660	290	410	329	271	201	178	100	92	64	
10.00 - 10.30								A	14.4	24	1120	1874	718	372	851	414	581	468	345	201	707	360	478	345	277	150	208	115	108^	50^	
10.30 - 11.00								A	13.9	25	1081	1766	679	350	818	382	546	447	343	208	673	332	445	321	265	159	187	106^	88^	49^	
WALTONS						15	167	177	A	17.9	27	1393	1709	772	203	879	200	308	310	364	489	581	145	233	209	258	309	63^	38^	186	146
THU. 8.00P 60 CBS GD						94	96	B	18.7	29	1455	1830	801	237	917	227	373	353	397	469	598	144	256	243	280	300	105	63	210	139	
8.00 - 8.30								A	17.2	27	1338	1705	771	203	878	199	297	295	355	499	584	148	232	211	261	310	64^	38^	179	138	
8.30 - 9.00								A	18.6	28	1447	1705	770	200	876	196	317	322	373	477	575	140	232	205	256	309	64^	38^	190	153	
WHITE SHADOW						7	150	188	A	16.3	24	1268	1946	672	356	760	260	488	405	374	223	648	255	430	364	318	171	217	108	321	247
MON. 8.00P 60 CBS GD						90	97	B	15.2	22	1183	1884	667	320	752	281	475	415	358	220	631	262	431	368	299	160	270	115	231	169	
8.00 - 8.30								A	15.6	23	1214	1921	667	354	763	258	480	398	370	234	634	240	409	340	311	179	219	104	305	220	
8.30 - 9.00								A	16.9	25	1315	1976	677	357	761	263	496	411	379	215	664	268	448	390	324	166	216	111	335	268	
WKRP IN CINCINNATI						19	187	187	A	16.2	28	1260	1833	741	349	816	301	477	418	356	280	596	202	319	301	280	231	152	88^	269	153
SAT. 8.00P 30 CBS CS						97	98	B	17.5	29	1362	1912	732	278	805	295	455	413	353	281	650	250	388	371	299	201	167	73	290	187	
YOU'RE-GREATEST C BROWN(S)						192		A	15.7	26	1221	1948	522	188^	608	283	409	354	243	166^	437	207	302	251	195	102^	113^	88^	790	346	
2 FRI. 8.00P 30 CBS EA						96																									

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																											
LATE MOVIE (I-CONT'D)																											
2	WED.	12.46A	40				A	4.4	22	342	1404	523 110	602 205	337 342	375 149	749 240	559 545	465 126	53	26	53	26			LT	LT	
2	THU.	12.41A	43				A	4.8	29	373	1399	577 290	690 268	494 403	392 129	649 308	507 391	301 102	60	37	60	37			LT	LT	
2	FRI.	12.43A	48				A	2.8	24	218	1197	248 142	358 110	290 180	248 68	757 367	620 423	390 137	82	82	82	82			LT	LT	
		12.30 - 1.00																									
		1.00 - 1.30																									
		1.30 - 2.00																									
LOVE BOAT-12.00																											
	WED.	12.00M	68	ABC CS	11	177 178	A	4.0	19	311	1334	521 209	637 334	446 238	205 191	594 346	446 344	132 148	103	71	103	71			LT	LT	
		12.00 - 12.30					B	4.6	21	358	1313	541 230	630 268	396 318	278 173	581 282	413 294	227 143	97	69	97	69			LT	LT	
		12.30 - 1.00					A	4.2	17	327	1251	496 193	600 303	434 220	201 166	562 281	400 307	170 162	89	49	89	49			LT	LT	
							A	4.0	20	311	1392	548 231	667 355	454 253	215 213	608 389	464 354	93 144	117	92	117	92			LT	LT	
MIDNIGHT SPECIAL																											
	FRI.	12.30A	90	NBC PC	24	196 196	A	3.3	17	257	1284	536 182	602 213	408 374	285 155	424 223	284 188	124 100	234	156	234	156			24	LT	
		12.30 - 1.00					B	3.4	17	265	1169	386 187	450 203	303 263	199 103	489 247	376 285	202 96	199	98	199	98			31	30	
		1.00 - 1.30					A	4.1	17	319	1238	602 165	655 176	344 348	297 254	376 179	210 166	132 119	169	144	169	144			38	28	
		1.00 - 1.30					A	3.2	16	249	1333	490 197	563 250	422 366	249 97	453 285	305 140	72 96	304	196	304	196			LT	LT	
		1.30 - 2.00					A	2.5	17	195	1318	513 211	595 247	518 436	312 77	452 210	379 282	169 73	256	128	256	128			LT	LT	
NBC LATE NIGHT MOVIE																											
1	SUN.	11.30P	67	NBC FF	18	75 75	A	1.8	8	140	986	443 207	457 165	343 315	242 92	465 207	258 329	251 43	57	43	57	43			LT	LT	
2	SUN.	11.30P	117				B	2.1	9	163	812	315 110	351 157	209 179	158 112	402 188	290 254	189 79	34	LT	34	LT			LT	LT	
		11.30 - 12.00					A	2.2	7	171	1298	637 234	637 205	451 427	374 128	538 217	299 432	309 59	99	64	99	64			LT	LT	
		12.00 - 12.30					A	1.6	7	124	1185	509 258	549 242	428 355	241 121	588 273	314 388	315 56	48	48	48	48			LT	LT	
		12.30 - 1.00					A	1.4	8	109	780	275 275	275 82	275 275	193 17	505 221	285 284	284 17	LT	LT	LT	LT			LT	LT	
		1.00 - 1.30					A	1.5	11	117	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT	LT	LT	LT			LT	LT	
POLICE STORY																											
1	WED.	1.08A	41	ABC CP	3	161 162	A	2.5	18	195	1564	549 190	605 385	421 196	158 184	713 487	585 452	108 128	246	118	246	118			LT	LT	
2	WED.	1.08A	44				B	2.4	17	187	1481	511 158	561 342	372 196	138 189	731 495	604 415	157 122	189	79	189	79			LT	LT	
		1.00 - 1.30					A	2.6	17	202	1554	545 159	600 338	401 217	177 199	747 514	619 471	105 128	207	98	207	98			LT	LT	
		1.30 - 2.00					A	2.2	17	171	1602	632 88	737 544	544 356	193 193	544 187	311 311	152 233	321	157	321	157			LT	LT	
SATURDAY NIGHT																											
1	SAT.	11.30P	79	NBC GV	23	211 214	A	10.5	32	817	1482	480 207	497 298	408 288	165 80	655 438	559 446	195 63	296	138	296	138			34	28	
2	SAT.	11.30P	83				B	9.9	29	770	1540	513 242	578 302	441 337	228 102	641 380	517 413	230 76	265	128	265	128			56	47	
		11.30 - 12.00					A	10.9	29	848	1526	471 207	493 276	386 282	175 95	695 438	556 477	234 77	290	135	290	135			48	38	
		12.00 - 12.30					A	10.7	33	832	1453	467 223	484 300	406 285	155 72	622 429	548 426	171 58	311	141	311	141			36	29	
		12.30 - 1.00					A	9.0	34	700	1573	615 165	633 416	538 339	171 80	614 472	573 360	128 41	311	129	311	129			15	15	
TOMORROW COAST TO COAST-1																											
	M-TH	12.30A	30	NBC CC	94	192 191	A	4.0	21	311	1145	511 180	608 190	296 277	280 231	409 148	238 180	167 165	109	77	109	77			19	19	
							B	3.8	20	296	1133	519 193	585 176	289 281	274 230	480 192	302 261	211 145	62	25	62	25			LT	LT	
TOMORROW COAST TO COAST-2																											
1	MTUTH	1.00A	57	NBC CC	94	193 193	A	2.7	20	210	1014	467 119	505 138	228 266	262 191	433 181	300 209	162 133	71	38	71	38			LT	LT	
1	WED.	1.00A	55				B	2.5	19	195	1021	423 139	486 147	244 233	229 191	487 220	344 292	202 114	45	LT	45	LT			LT	LT	
2	M & W	1.00A	57																								
2	TUE.	1.00A	54																								
2	THU.	1.00A	56																								
		1.00 - 1.30					A	3.1	21	241	1012	481 128	531 154	237 257	253 207	415 176	275 186	144 140	57	37	57	37			LT	LT	
		1.30 - 2.00					A	2.3	20	179	1011	436 106	469 122	223 280	268 162	435 179	312 223	167 123	101	45	101	45			LT	LT	
TONIGHT SHOW																											
	M-F	11.30P	60	NBC GV	117	210 211	A	7.1	24	552	1402	673 255	732 244	395 347	338 270	555 205	303 251	237 210	97	61	97	61			18	14	
		CONT'D					B	7.5	25	584	1340	610 234	655 206	351 327	318 244	584 218	343 304	270 193	84	34	84	34			17	12	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
LATE FRINGE CONT'D																																	
TONIGHT SHOW-CONT'D																																	
11.30 - 12.00																																	
12.00 - 12.30																																	
TUESDAY MOVIE-WEEK-PART 1 10 174 169																																	
1 TUE., 12.00M 67 ABC FF 95 95																																	
2 TUE., 12.00M 71																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
TUESDAY MOVIE WEEK-PART 2 10 174 169																																	
1 TUE., 1.07A 19 ABC FF 95 95																																	
2 TUE., 1.11A 24																																	
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S) 203																																	
2 WED., 4.30P 60 ABC FV 99																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
ABC DAYTIME NEWSBRIEF-M-F 119 178 177																																	
1 M-TH, 1.57P 2 ABC N 93 93																																	
1 FRI., 1.56P 3																																	
2 M F 1.5/P 2																																	
ALICE-M-F 110 162 164																																	
M-F 10.30A 30 CBS CS 92 92																																	
A.L. MY CHILDREN 118 195 196																																	
M-F 1.00P 60 ABC DD 98 99																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
ANOTHER WORLD 117 202 201																																	
M-F 2.00P 60 NBC DD 98 98																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
AS THE WORLD TURNS 115 194 194																																	
M-F 2.00P 60 CBS DD 99 99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
BLOCKBUSTERS 97 143 142																																	
M-F 10.30A 30 NBC QG 80 80																																	
CAPTAIN KANGAROO 113 175 176																																	
M-F 8.00A 60 CBS C 98 98																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
CARD SHARKS 117 139 139																																	
M-F 12.00N 30 NBC QG 69 69																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK. OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKDAY DAYTIME CONT'D																																				
DAYS OF OUR LIVES														A	5.8	21	451	1273	880	169	951	261	481	433	444	419	236	47^	76^	47^	91^	151	22^	16^	64^	20^
M-F 1.00P 60 NBC DD 118 204 204														B	5.6	20	436	1296	848	160	928	292	460	400	364	418	268	49	77	61	104	176	47	30	53	23
1.00 - 1.30														A	5.7	21	443	1275	875	162	943	267	472	419	419	424	239	49^	74^	44^	86^	155	23^	18^	70^	22^
1.30 - 2.00														A	6.0	22	467	1223	859	165	926	248	471	428	448	404	220	42^	72^	45^	89^	141	19^	13^	58^	18^
DOCTORS														A	3.7	15	288	1219	878	173^	924	263	462	416	420	411	246	41^	58^	47^	87^	175^	18^	18^	31^	18^
M-F 12.30P 30 NBC DD 116 187 186														B	3.8	15	296	1258	815	184	872	264	426	395	351	388	264	59	77	66	129	166	63	46	59	31
EDGE OF NIGHT														A	5.0	15	389	1411	713	198	787	355	496	393	282	219	347	131^	197	148^	151	137^	159	149^	118^	80^
M-F 4.00P 30 ABC DD 110 152 151														B	5.1	15	397	1405	758	241	852	373	568	468	340	219	290	125	162	112	106	117	129	114	134	70
FAMILY FEUD														A	6.4	25	498	1376	797	193	846	312	476	386	394	297	329	99^	148	127	136	168	78^	60^	123	45^
M-F 12.00N 30 ABC QP 118 186 186														B	6.5	25	506	1379	752	175	838	345	510	420	362	264	308	116	162	134	121	130	89	64	144	67
GENERAL HOSPITAL														A	12.1	38	941	1437	793	185	887	489	650	449	290	188	246	116	160	101	72	76	174	144	130	80
M-F 3.00P 60 ABC DD 114 198 199														B	11.6	37	902	1382	767	180	858	456	627	462	301	177	204	91	121	79	66	74	171	139	149	89
3.00 - 3.30														A	11.6	38	902	1416	799	181	892	487	650	448	292	195	243	112	160	100	73	75	165	138	116	63^
3.30 - 4.00														A	12.6	38	980	1449	787	184	880	490	648	448	287	181	243	120	158	97	68	75	180	148	146	97
GOOD MORNING, AMERICA-730														A	5.5	28	428	1313	754	182	794	205	394	395	383	314	381	101^	171	147	183	180	44^	17	94^	77^
M-F 7.30A 30 ABC N 119 200 200														B	5.0	27	389	1344	721	234	774	222	403	402	390	283	402	119	181	158	171	182	60	15	108	68
GOOD MORNING, AMERICA-830														A	6.1	28	475	1185	759	157	793	209	364	352	358	372	345	101^	171	131	148	171	11^	17	36^	17^
M-F 8.30A 30 ABC N 119 200 201														B	6.1	29	475	1216	756	192	792	221	370	387	386	340	343	95	143	140	146	170	24	11	57	24
GUIDING LIGHT														A	8.3	26	646	1334	832	153	943	230	471	455	492	373	200	53^	96	68^	87^	100	90	75^	101	64^
M-F 3.00P 60 CBS DD 115 195 194														B	8.3	26	646	1338	806	171	930	220	419	421	453	420	233	62	96	80	93	125	86	71	89	44
3.00 - 3.30														A	8.3	27	646	1293	833	144	940	226	466	455	493	370	184	47^	90^	62^	82^	93	85^	74^	84^	50^
3.30 - 4.00														A	8.4	25	654	1338	813	155	927	229	468	447	483	367	209	55^	98	72^	90	107	90	73^	112	73^
JEFFERSONS M-F														A	5.5	25	428	1435	675	254	766	347	507	360	290	189	351	136^	222	188	164	107^	103^	42^	215	51^
M-F 10.00A 30 CBS CS 110 156 156														B	5.2	25	405	1459	650	186	731	327	484	379	284	200	285	123	171	142	127	95	123	59	320	140
LAS VEGAS GAMBIT														A	3.1	14	241	1419	913	174^	1004	273	482	408	429	472	386	63^	112^	99^	174^	265	LT	LT	21^	LT
M-F 10.00A 30 NBC QG 97 138 135														B	3.2	15	249	1474	825	147	899	218	373	332	349	466	430	91	153	164	188	241	39	LT	106	48
LOVE BOAT DAYTIME														A	5.5	24	428	1414	774	201	823	382	601	437	297	191	273	142	205	99^	96^	65^	119^	74^	199	67^
1 MTUTHF 11.00A 60 ABC CS 119 195 193														B	5.8	25	451	1380	677	189	743	363	519	396	279	187	262	142	179	109	87	66	138	97	237	110
1 WED. 11.43A 17																																				
2 M-F 11.00A 60														A	5.2	23	405	1385	763	199	817	378	602	435	294	187	256	133^	190	86^	87^	66^	121^	74^	191	65^
11.00 - 11.30														A	5.9	25	459	1399	765	196	808	376	586	429	291	190	276	144	207	101^	98^	63^	117^	72^	198	68^
11.30 - 12.00														A	3.3	18	257	1300	603	307	681	121^	296	312	413	330	518	86^	242	289	331	214^	23^	LT	78^	LT
MORNING-CHARLES KURALT														B	3.2	18	249	1327	600	293	664	100	264	316	397	317	512	115	247	251	317	220	36	20	106	22
M-F 7.00A 60 CBS N 25 184 185														A	3.1	19	241	1253	618	373	693	136^	348	370	436	291	498	62^	253	294	352	195^	37^	LT	25^	LT
7.00 - 7.30														A	3.5	18	272	1313	585	239	662	104^	243	257	386	364	526	106^	228	280	306	228	LT	LT	114^	LT
7.30 - 8.00																																				
NBC SPECIAL TREAT(S)														A	6.6	17	513	1519	632	86^	718	202^	310^	317^	322^	351^	419^	76^	138^	132^	196^	257^	115^	57^	267^	202^
1 TUE. 4.00P 60 NBC FV 180														A	5.8	16	451	1590	651	126^	791	231^	330^	326^	321^	407^	396^	26^	94^	108^	205^	280^	125^	51^	278^	224^
4.00 - 4.30														A	7.4	18	576	1443	613	52^	654	179^	287^	303^	316^	306^	431	111	167^	147^	189^	237^	103^	61^	255^	181^
4.30 - 5.00																																				
NEWSBREAK 11.57														A	7.1	30	552	1513	775	193	886	273	420	328	342	395	421	115	189	167	191	209	36^	16^	170	34^
M-F 11.57A 2 CBS N 115 164 164														B	6.6	28	513	1420	738	170	855	265	417	365	349	369	362	95	149	130	146	195	46	27	157	51
NEWSBREAK-3.57														A	6.9	20	537	1380	861	149	960	261	482	464	479	372	202	44^	93^	76^	88^	107^	98^	82^	120	86^
M-F 3.57P 2 CBS N 115 177 176														B	6.9	21	537	1357	805	166	931	229	412	416	445	415	237	62	100	83	93	125	99	82	90	48

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																					
														WOMEN					MEN																												
														18-49					25-54					35-64					55+																		
														TOTAL					18-34					25-49					35-64					55+					TOTAL					FEM.		TOTAL	
WEEKDAY DAYTIME CONT'D																																															
ONE DAY AT A TIME-M-F		4.00P	30	CBS	CS	126	126		A 4.3	13	335	1496	689	129^	791	305	451	320	309	307	266	69^	144^	125^	137^	108^	179	134^	260	137^																	
M-F						73	75		B 4.6	14	358	1521	695	182	784	276	441	375	374	282	284	86	132	123	120	123	201	131	252	146																	
ONE LIFE TO LIVE						114	198	197	A 8.9	31	692	1416	901	195	967	517	729	523	336	185	277	115	191	142	104	76^	97	81^	75^	21^																	
M-F		2.00P	60	ABC	DD	99	99		B 9.2	32	716	1305	825	185	907	486	674	515	319	169	201	89	126	84	67	70	98	83	99	37																	
2.00 - 2.30									A 8.5	30	661	1411	900	200	973	520	738	526	336	187	284	115	196	150	108	76^	84^	72^	70^	16^																	
2.30 - 3.00									A 9.3	33	724	1399	894	187	952	508	712	510	330	187	271	113	186	136	101	75^	102	87	74^	22^																	
PASSWORD PLUS						116	187	187	A 4.5	19	350	1266	879	125^	893	159^	357	381	455	427	303	46^	100^	86^	111^	196	35^	35^	35^	17^																	
M-F		11.30A	30	NBC	QG	93	93		B 4.5	19	350	1262	775	135	821	164	335	360	395	399	335	83	115	130	128	184	48	23	58	30																	
PRICE IS RIGHT 1						116	192	193	A 7.1	32	552	1464	707	194	822	278	382	273	297	385	420	98^	162	145	175	236	50^	17^	172	33^																	
M-F		11.00A	30	CBS	AP	95	95		B 6.5	30	506	1434	717	169	831	276	413	347	328	362	362	93	147	125	144	197	54	26	187	58																	
PRICE IS RIGHT 2						116	192	192	A 8.0	34	622	1487	758	189	864	271	391	296	327	401	433	104	176	157	189	237	36^	15^	154	28^																	
M-F		11.30A	30	CBS	AP	95	95		B 7.4	32	576	1431	746	161	855	265	411	349	345	380	373	88	144	126	153	210	46	26	157	51																	
REAGAN ADDRESS(S)						195			A 4.3	19	335	1290	776	90^	850	355^	514^	468^	313^	277^	347^	132^	195^	196^	116^	138^	39^	39^	54^	LT																	
1 WED. 11.00A - 11.30						43			A 4.1	18	319	1317	797	97^	878	379^	520^	475^	314^	285^	332^	128^	182^	194^	95^	138^	44^	44^	63^	LT																	
RYAN'S HOPE						118	186	187	A 6.3	25	490	1437	897	241	948	438	652	506	413	209	253	92^	171	109^	103^	82^	142	104^	94^	33^																	
M-F		12.30P	30	ABC	DD	96	96		B 6.8	26	529	1351	791	213	885	431	627	495	350	187	258	112	170	124	100	76	98	73	110	37																	
SEARCH FOR TOMORROW						116	188	187	A 6.5	25	506	1308	809	158	871	218	407	403	378	386	287	58^	107^	93^	125	175	52^	40^	98^	LT																	
M-F		12.30P	30	CBS	DD	96	96		B 6.3	25	490	1321	763	177	876	236	403	410	379	397	300	68	106	93	124	176	41	31	104	30																	
TEXAS						118	194	191	A 4.4	14	342	1371	790	161^	883	284	465	415	333	362	301	103^	120^	57^	116^	170^	61^	40^	126^	82^																	
M-F		3.00P	60	NBC	DD	95	93		B 4.8	15	373	1261	758	191	848	256	444	411	367	345	238	59	80	61	92	141	72	55	103	63																	
3.00 - 3.30									A 4.2	14	327	1339	778	164^	882	287	465	403	328	367	285	104^	116^	48^	110^	157^	56^	34^	116^	68^																	
3.30 - 4.00									A 4.7	14	366	1331	773	144^	848	269	444	410	325	347	290	93^	113^	60^	112^	166	67^	48^	126^	87^																	
TODAY SHOW-7.30AM						120	215	215	A 5.4	27	420	1293	751	195	764	181	320	271	421	400	452	66^	140	173	222	262	15^	LT	62^	43^																	
M-F		7.30A	30	NBC	N	99	99		B 5.0	27	389	1379	766	170	795	171	324	283	395	429	507	90	167	175	237	304	26	LT	51	35																	
TODAY SHOW-8.30AM						119	212	212	A 5.9	27	459	1266	764	167	801	158	294	253	395	457	441	67^	155	153	205	257	17	LT	17^	17																	
M-F		8.30A	30	NBC	N	99	99		B 6.0	29	467	1295	764	146	795	148	290	269	378	454	446	73	141	144	213	273	14	LT	40	24																	
WHEEL OF FORTUNE						117	190	189	A 5.2	23	405	1237	828	114^	863	166	362	368	408	420	304	44^	79^	84^	107^	213	26^	26^	44^	14^																	
M-F		11.00A	30	NBC	QG	95	95		B 4.7	22	366	1281	773	123	822	193	357	367	373	386	341	74	105	129	139	195	47	21	71	32																	
YOUNG AND THE RESTLESS						116	197	197	A 8.2	30	638	1293	798	178	897	295	473	425	363	344	243	61^	92	103	109	117	58^	47^	95	12^																	
M-F		1.00P	60	CBS	DD	99	99		B 7.8	29	607	1277	791	149	915	294	476	428	398	370	203	63	87	74	79	98	48	39	111	33																	
1.00 - 1.30									A 8.0	29	622	1277	792	164	894	293	477	433	367	337	242	58^	91^	103	115	114	51^	45^	90^	10^																	
1.30 - 2.00									A 8.4	30	654	1294	797	185	899	294	469	414	360	353	238	65^	95	101	100	112	60^	47^	97	12^																	
WEEKEND DAYTIME																																															
ABC WEEKEND SPECIALS						17	186	183	A 5.6	20	436	1502	267^	144^	363	187^	215^	119^	127^	130^	428	172^	268^	137^	144^	160^	238^	175^	473	346																	
SAT. 12.00N		30	ABC	FV		96	95		B 6.4	22	498	1664	393	148	431	190	290	219	179	117	313	163	229	136	101	77	247	122	673	444																	
ABC WIDE WORLD-SPORTS SAT						15	197	201	A 11.3	26	879	1686	555	241	619	196	324	285	280	233	690	228	405	348	327	251	155	34^	222	166																	
SAT. 5.00P		90	ABC	SA		98	98		B 11.4	25	887	1672	545	220	604	204	335	291	275	221	723	249	430	393	348	246	157	57	188	133																	
5.00 - 5.30									A 10.2	25	794	1572	537	199	561	163	284	278	252	212	647	220	350	324	273	259	174	29^	190	133^																	
5.30 - 6.00									A 11.4	27	887	1638	554	235	614	185	318	284	285	237	647	195	362	326	316	244	163	43^	214	165																	
6.00 - 6.30									A 12.2	26	949	1844	570	284	676	232	363	299	302	247	767	265	494	393	384	249	140	36^	261	199																	

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											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																												
ABC WIDE WORLD-SPORTS	SUN.	4.30P	90	ABC	SA	8 192 195		A	12.5	28	973	1764	519 207	549 152	335 323	314 176	905 351	604 472	401 247	155 39A	155 104A							
								B	13.6	29	1058	1737	526 196	577 181	351 320	295 186	841 325	538 467	394 247	148 51	171 121							
		4.30 - 5.00						A	11.1	26	864	1706	547 226	578 129A	361 348	350 184	831 304	544 428	368 243	192 59A	105A 76A							
		5.00 - 5.30						A	13.2	30	1027	1751	494 197	520 157	317 303	289 168	914 365	624 482	402 243	149 27V	168 108A							
		5.30 - 6.00						A	13.1	28	1019	1848	530 203	567 170	338 324	310 188	969 379	642 502	431 261	126 34A	186 125							
ALL NEW POPEYE HOUR	1					3 187 188		A	6.8	26	529	1605	250 82A	265 180A	206A119A	53V 59A	378 287	319 236	80A 38V	126A 26V	836 391							
	SAT.	11.00A	30	CBS	CA	97 97		B	6.5	25	506	1622	282 123	306 178	238 152	86 68	396 297	343 240	80 39	132 38	788 374							
ALL NEW POPEYE HOUR	2					3 187 188		A	6.7	25	521	1507	225A 82A	237 167A	179A123A	33V 58V	349 280	295 203A	57V 42V	97A 1T	824 402							
	SAT.	11.30A	30	CBS	CA	97 97		B	6.6	25	513	1639	282 110	301 177	221 159	75 80	395 292	338 219	84 49	117 17	826 413							
AMERICAN BANDSTAND '81						18 169 170		A	5.6	20	436	1745	786 209A	876 314	529 317	388 325	467 216A	270A159A	164A190A	245A147A	157A 78A							
	SAT.	12.30P	60	ABC	PC	85 86		B	5.2	18	405	1552	497 144	565 300	416 248	185 129	407 224	295 200	144 92	247 160	333 212							
		12.30 - 1.00						A	5.5	20	428	1734	768 149A	838 276A	489 334	395 316	505 241A	297 172A	155A196A	239A158A	152A 72A							
		1.00 - 1.30						A	5.7	20	443	1747	805 261A	909 344	565 302	383 332	434 196A	248A145A	173A186A	246A133A	158A 83A							
ANIMALS, ANIMALS, ANIMALS						22 141 134		A	2.8	11	218	1252	248A 46V	248A 74V	160A174A	114V 60V	372A138V	188A128V	110V184A	137V 32V	495A 294A							
	SUN.	11.30A	30	ABC	CL	87 86		B	2.8	10	218	1343	423 154	434 161	246 201	167 163	348 138	203 170	135 124	105 49	456 291							
ASK NBC NEWS-8:58AM						26 190 190		A	3.2	15	249	1960	188A 44V	237A135A	172A129A	53V 65V	352A268A	296A 28V	53V 56V	97V 97V	1274 807							
	SAT.	8.58A	2	NBC	CN	97 98		B	3.9	21	303	1676	212 51	221 97	141 124	87 60	164 100	126 69	51 32	135 54	1156 695							
ASK NBC NEWS-10:58AM						26 197 197		A	5.9	22	459	1704	433 103A	433 256A	269 96A	95A143A	251A 86A	176A150A	155A 51V	143A 50V	877 601							
	SAT.	10.58A	2	NBC	CN	97 97		B	5.6	21	436	1629	278 106	316 179	224 111	86 80	272 158	211 118	96 52	268 97	773 478							
ASK NBC NEWS-11:58AM						26 176 175		A	4.9	19	381	1819	508 112A	616 267A	367 118A	184A249A	323 120A	207A193A	183A 61V	167A 61V	713 467							
	SAT.	11.58A	2	NBC	CN	84 84		B	5.8	21	451	1527	265 76	312 147	196 121	102 99	296 148	203 119	119 75	202 75	717 429							
ASK NBC NEWS-9:58AM						25 202 202		A	4.2	16	327	1997	382 73V	386 172A	282A244A	126A104A	126A 1T	85V 86V	104A 40V	307A188A	1178 902							
	SAT.	9.58A	2	NBC	CN	99 99		B	5.0	20	389	1700	212 77	233 127	160 110	77 53	144 82	109 72	52 30	235 94	1088 686							
BATMAN & SUPER 7 I						25 176 175		A	4.8	18	373	1756	405 108A	499 228A	330 102A	192A169A	290A 76V	202A187A	214A 49V	160A 90A	807 584							
	SAT.	11.00A	30	NBC	CA	84 84		B	5.5	21	428	1605	257 86	321 177	215 104	88 93	294 169	225 129	106 54	220 90	770 471							
BATMAN & SUPER 7 II						25 176 175		A	4.9	19	381	1835	505 113A	602 249A	359 123A	215A243A	343 152A	238A164A	180A 62V	173A 65V	717 497							
	SAT.	11.30A	30	NBC	CA	84 84		B	5.6	21	436	1547	272 82	320 153	201 117	105 102	294 158	215 114	113 62	222 84	711 440							
BUGS BUNNY/ROAD RUNNER	1					3 200 200		A	6.9	33	537	1583	209A 91A	272 203A	250 84A	69A 22V	290 231	252 139A	59A 13V	116A 67A	905 504							
	SAT.	8.30A	30	CBS	CA	99 99		B	6.3	31	490	1552	216 114	270 191	239 120	79 23	309 237	267 168	64 25	156 83	817 468							
BUGS BUNNY/ROAD RUNNER	2					3 201 201		A	9.0	38	700	1600	222 114A	270 201	228 83A	69A 24V	236 162A	186 159A	74A 32V	170A 52A	924 512							
	SAT.	9.00A	30	CBS	CA	99 99		B	8.4	36	654	1613	245 143	298 198	255 131	100 30	266 180	211 182	76 42	177 62	872 469							
BUGS BUNNY/ROAD RUNNER	3					3 201 201		A	9.4	37	731	1698	251 134A	304 213	255 100A	91A 39V	355 246	300 221	85A 36V	128A 34V	911 499							
	SAT.	9.30A	30	CBS	CA	99 99		B	9.1	36	708	1660	280 145	327 198	273 158	129 46	370 227	310 239	127 46	145 45	818 448							
CBS SPORTS SPC. SUN. ED.(S)						174		A	4.7	11	366	1943	664 357A	820 290A	434A305A	371A334A	660 320A	425A344A	189A171A	232A109V	231A 161V							
	2 SUN.	3.23P	44	CBS	SE	92		A	4.7	11	366	1970	651 375A	840 304A	438A295A	370A349A	620A303A	388A318A	166V151V	260A132V	250A 179A							
CBS SPORTS SPECTACULAR						25 153 155		A	5.7	14	443	1490	480 152A	559 179A	254A246A	225A240A	721 198A	365 334	377 311	130A112A	80A 65V							
	1 SAT.	5.00P	60	CBS	SA	88 85		B	6.4	16	498	1433	447 153	501 154	259 232	237 201	669 209	374 346	329 240	114 54	149 87							
	2 SAT.	4.30P	90					A	4.4	11	342	1482	644A195A	731 282A	465A387A	280A233A	532A 99V	313A267A	292A210A	178A125V	41V 41V							
		4.30 - 5.00						A	5.3	14	412	1563	434 124A	506 162A	225A227A	216A217A	816 280A	439 403	400 321	134A107A	107A 87A							
		5.00 - 5.30						A	6.8	16	529	1433	459 161A	543 157A	212A217A	218A257	706 168A	325 304	384 332	111A111A	73A 58A							
		5.30 - 6.00						A																				

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WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (+)		LADY WORK- OF HOUSE WOM		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
WEEKEND DAYTIME CONT'D																																							
DAFFY DUCK SHOW		SAT.		10.30A		30		NBC		CA		26		197 97		197 97		A 6.0 23 467		1675		337 107		340 171		189 112		100 119		258 80		159 175		169 45		257 81		820 529	
																B 5.7 22 443		1645		260 102		305 163		211 113		91 83		253 143		196 120		94 46		278 99		809 500			
DEAR ALEX & ANNIE-11.55AM		SAT.		11.55A		4		ABC		CN		22		184 95		184 95		A 5.9 23 459		1460		215 131		304 164		199 137		111 88		230 141		210 135		78 11		199 104		727 493	
																B 5.9 23 459		1501		243 102		278 129		179 135		116 78		246 122		180 114		88 58		216 95		761 480			
DEAR ALEX & ANNIE-11.26AM		SUN.		11.26A		3		ABC		CN		26		124 81		122 82		A 3.2 13 249		1454		362 125		362 148		281 237		169 81		361 169		269 205		141 92		240 108		491 350	
																B 3.5 14 272		1519		411 103		434 204		302 218		186 104		366 165		250 211		167 87		211 119		508 328			
DORAL EASTERN OPEN-SAT.(S)		1 SAT.		4.00P		60		CBS		SE		161		91				A 3.5 10 272		1504		541 44		629 128		146 187		133 442		687 161		212 257		310 430		LT LT		188 85	
				4.00 - 4.30														A 3.6 10 280		1436		533 LT		618 111		146 186		161 432		574 100		121 168		253 406		LT LT		244 107	
				4.30 - 5.00														A 3.5 9 272		1496		525 88		609 140		140 180		95 429		772 222		298 335		348 437		LT LT		115 52	
DORAL EASTERN OPEN-SUN.(S)		1 SUN.		3.22P		111		CBS		SE		187		99				A 4.6 12 358		1299		535 81		583 58		133 199		248 377		673 131		218 219		381 428		23 23		20 20	
				3.30 - 4.00														A 4.1 11 319		1078		386 LT		442 41		41 115		209 327		614 125		176 197		367 417		22 22		LT LT	
				4.00 - 4.30														A 4.1 10 319		1234		541 19		541 37		90 169		264 372		634 80		182 201		387 433		LT LT		16 16	
				4.30 - 5.00														A 4.8 12 373		1391		632 161		678 49		174 252		292 426		665 94		196 236		394 429		21 21		27 27	
DRAK PACK		SAT.		12.30P		30		CBS		CA		3		167 90		168 91		A 6.5 23 506		1676		272 95		293 122		220 198		116 73		340 253		288 153		57 30		229 96		814 469	
																		B 6.4 23 498		1625		300 103		352 160		264 211		126 88		310 203		253 153		70 37		201 74		762 414	
DRAWING POWER		SAT.		12.30P		30		NBC		CL		20		137 74		136 74		A 2.9 10 226		1650		288 133		389 212		239 27		85 150		389 155		247 181		123 142		191 62		681 544	
																		B 3.7 13 288		1670		294 106		336 164		224 145		120 104		408 184		291 201		160 92		207 74		719 394	
FACE THE NATION		SUN.		11.30A		30		CBS		CC		26		175 97		178 98		A 4.7 19 366		1142		369 109		484 60		148 128		243 326		608 57		147 231		254 377		LT LT		50 25	
																		B 3.9 15 303		1346		513 127		582 143		230 206		231 311		634 113		256 315		347 294		50 LT		80 45	
FESTIVAL OF LIVELY ARTS(S)		1 SAT.		3.00P		60		CBS		CL		85		69				A 3.2 9 249		1663		419 LT		544 77		246 302		254 213		550 185		228 207		204 252		155 95		414 237	
				3.00 - 3.30														A 3.1 9 241		1618		433 LT		499 46		196 287		241 212		557 133		199 212		220 287		160 107		402 224	
				3.30 - 4.00														A 3.2 9 249		1735		406 LT		590 104		293 312		265 221		559 236		260 205		198 229		153 84		433 253	
FLINTSTONE'S COMEDY SHW 1		SAT.		9.00A		30		NBC		CA		17		202 99		202 99		A 3.9 17 303		1624		258 50		258 99		122 122		67 136		109 LT		57 57		80 52		101 59		1156 779	
																		B 4.4 20 342		1683		210 65		232 118		155 121		80 62		151 67		106 81		71 37		225 95		1075 647	
FLINTSTONE'S COMEDY SHW 2		SAT.		9.30A		30		NBC		CA		17		202 99		202 99		A 4.1 16 319		1856		347 75		347 141		237 213		118 110		111 LT		69 69		83 42		318 220		1080 794	
																		B 5.0 20 389		1747		207 62		239 129		164 108		79 61		161 82		115 77		67 37		261 100		1086 684	
FLINTSTONE'S COMEDY SHW 3		SAT.		10.00A		30		NBC		CA		17		202 99		201 99		A 4.6 18 358		1802		357 128		407 169		254 150		157 153		173 61		131 106		112 42		255 143		967 598	
																		B 5.1 19 397		1674		222 89		261 133		174 102		83 80		213 107		163 104		91 44		265 114		935 582	
FONZ/HAPPY DAYS GANG		SAT.		9.00A		30		ABC		CA		19		191 99		191 99		A 7.2 31 560		1652		219 84		249 130		221 147		99 28		170 119		130 51		51 27		155 72		1078 652	
																		B 6.7 31 521		1655		206 61		218 120		157 119		78 46		144 78		114 89		56 23		163 72		1130 716	
GODZILLA/HONG KONG 1		SAT.		8.00A		30		NBC		CA		17		190 97		190 98		A 2.7 17 210		1486		195 29		238 152		176 147		58 62		199 100		143 43		62 56		95 LT		954 653	
																		B 2.7 21 210		1511		172 43		184 97		110 82		62 58		134 72		95 68		51 30		104 LT		1089 642	
GODZILLA/HONG KONG 2		SAT.		8.30A		30		NBC		CA		17		190 97		190 98		A 3.4 17 265		1808		162 30		191 117		146 115		42 45		208 129		159 30		45 49		102 64		1307 748	
																		B 3.7 21 288		1701		217 53		226 109		144 121		85 61		163 104		121 73		42 32		142 50		1170 683	
GREATEST SUPERFRIENDS-1		SAT.		8.00A		30		ABC		CA		20		177 90		178 92		A 4.7 30 366		1609		211 47		211 90		204 114		121 LT		174 100		123 88		74 29		177 57		1047 637	
																		B 3.7 25 288		1656		244 93		264 158		201 132		86 47		194 90		148 117		79 40		157 45		1041 601	
GREATEST SUPERFRIENDS-2		SAT.		8.30A		30		ABC		CA		20		177 90		177 90		A 6.0 30 467		1484		167 37		167 86		160 92		81 LT		122 61		88 49		61 24		148 66		1047 606	
																		B 5.2 27 405		1603		209 73		226 124		164 118		85 45		145 71		117 93		59 23		178 74		1054 609	

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
HEATHCLIFF & DINGBAT SAT.					11.00A	30	ABC CA	24 98 98	A B	6.6 6.8	26 27	513 529	1476 1629	174^ 234	88^ 92	216^ 268	140^ 154	170^ 197	108^ 143	51^ 91	39^ 48	220^ 243	110^ 148	177^ 199	113^ 119	98^ 73	37^ 38	176^ 249	86^ 106	864 869	568 526	
IN THE NEWS- SAT.					8.26AM 8.26A	3	CBS CN	3 98 99	A B	5.0 4.7	28 27	389 366	1432 1425	255^ 241	152^ 139	280^ 272	196^ 165	239^ 217	59^ 93	64^ 93	41^ 38	223^ 231	156^ 152	205^ 205	130^ 153	67^ 66	LT LT	67^ 122	28^ 49	862 800	441 440	
IN THE NEWS- SAT.					8.56AM 8.56A	3	CBS CN	3 99 99	A B	7.3 6.7	34 32	568 521	1739 1651	222 218	83^ 108	273 267	204^ 196	250 244	80^ 116	69^ 71	23^ 16	357 348	308 290	322 307	141^ 159	49^ 58	12^ 26	122^ 153	70^ 93	987 883	592 523	
IN THE NEWS- SAT.					9.26AM 9.26A	3	CBS CN	3 200 99	A B	9.2 8.9	38 38	716 692	1747 1729	234 261	117^ 143	283 313	201 196	234 263	94^ 147	82^ 117	30^ 38	285 309	182 197	231 254	202 218	103^ 104	37^ 43	196 208	55^ 66	983 899	560 499	
IN THE NEWS- SAT.					10.26AM 10.26A	3	CBS CN	3 197 99	A B	7.8 7.4	30 28	607 576	1646 1656	212 241	64^ 82	252 278	158^ 152	200 210	88^ 126	83^ 99	52^ 68	400 403	283 250	347 338	240 248	90^ 124	42^ 57	134^ 138	61^ 49	860 837	444 420	
IN THE NEWS SAT.					11.56AM 11.56A	3	CBS CN	3 186 97	A B	6.6 6.6	24 24	513 513	1639 1689	270 305	89^ 120	273 319	192^ 196	207^ 243	149^ 177	36^ 76	66^ 76	372 405	308 306	321 349	224^ 223	54^ 81	35^ 45	103^ 109	LT 9	891 856	460 450	
IN THE NEWS SAT.					12.26PM 12.26P	3	CBS CN	3 183 97	A B	7.1 6.8	25 24	552 529	1861 1745	341 334	104^ 93	384 365	138^ 149	240 232	171^ 171	164^ 136	144^ 133	415 394	339 300	369 333	177^ 161	50^ 49	37^ 54	210^ 182	69^ 49	852 804	485 444	
IN THE NEWS SAT.					12.56PM 12.56P	3	CBS CN	3 167 90	A B	6.2 6.0	22 21	482 467	1755 1697	303 350	121^ 118	330 410	147^ 178	259 314	233^ 253	134^ 163	71^ 96	414 368	307 250	358 307	198^ 191	79^ 84	28^ 34	227^ 186	85^ 62	784 733	466 407	
IN THE NEWS- SAT.					1.26PM 1.26P	3	CBS CN	3 170 94	A B	5.6 5.5	19 19	436 428	1764 1864	462 437	154^ 168	501 475	222^ 177	317 302	291 293	143^ 185	175^ 147	447 419	291 216	336 288	263^ 261	92^ 149	64^ 78	143^ 238	96^ 118	673 732	373 370	
IN THE NEWS- SUN.					8.26AM-SUN. 8.26A	3	CBS CN	2 46 32	A B	1.1 1.1	9 9	86 86	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
IN THE NEWS- SUN.					8.56AM-SUN. 8.56A	3	CBS CN	2 44 31	A B	1.7 1.7	11 11	132 132	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
IN THE NEWS SAT.					10.56AM 10.56A	3	CBS CN	3 197 99	A B	6.4 6.4	26 25	537 498	1672 1654	230 260	92^ 107	273 305	168^ 174	219^ 245	113^ 149	83^ 99	54^ 60	442 433	315 293	370 367	297 304	95^ 111	61^ 56	147^ 137	47^ 35	810 779	384 353	
IN THE NEWS SAT.					11.26AM 11.26A	3	CBS CN	3 187 97	A B	6.5 6.3	25 24	506 490	1658 1672	277 312	72^ 110	293 332	200^ 187	224^ 240	145^ 165	57^ 88	69^ 92	401 413	312 312	335 349	234^ 239	78^ 75	51^ 52	107^ 117	9^ 21	857 810	401 391	
INT'L CHAMPIONSHIP BOXING 1 SUN.					3.15P 75	ABC SE	8 92 91	A B	9.7 9.7	24 23	755 755	1536 1581	502 452	204 171	543 506	161 159	351 309	324 267	264 247	158^ 160	778 827	299 301	473 503	439 475	338 385	238 266	106^ 122	50^ 42	109^ 126	93^ 91		
2 SUN.					3.30P 60			A B	9.2 10.7	23 26	716 832	1515 1600	493 514	174 251	538 550	189 126^	332 368	284 357	218 314	172 153	756 852	300 322	449 543	433 463	331 370	233 256	115^ 82^	37^ 58^	106^ 116^	87^ 100^		
ISSUES AND ANSWERS SUN.					12.00N 12.00N	30	ABC CC	23 98 96	A B	3.9 3.9	15 14	303 303	1224 1315	540 537	182^ 137	557 567	111^ 123	218^ 234	241^ 209	216^ 248	297^ 303	538 579	145^ 151	151^ 254	158^ 263	181^ 287	320^ 265	73^ 66	73^ 31	56^ 103	46^ 71	
JASON OF STAR COMMAND SAT.					1.00P 1.00P	30	CBS CL	3 169 93	A B	6.0 5.9	21 20	467 459	1640 1813	412 422	131^ 148	453 475	197^ 192	282 310	258^ 279	133^ 172	159^ 145	372 370	227^ 178	274 254	225^ 239	83^ 139	62^ 73	159^ 249	102^ 124	656 719	352 351	
JONNY QUEST SAT.					12.00N 12.00N	30	NBC CA	24 135 73	A B	4.5 5.0	16 18	350 399	1400 1674	227^ 267	LT 111	231^ 320	120^ 169	LT 206	LT 116	42^ 95	111^ 94	361 340	230^ 181	304^ 263	118^ 151	91^ 119	57^ 63	108^ 209	40^ 91	700 805	474 450	
KIDS ARE PEOPLE TOO I 1 SUN.					10.30A 10.30A	34	ABC CL	26 81 82	A B	2.8 3.2	12 13	218 241	1358 1528	357^ 387	110^ 101	380^ 403	187^ 200	237^ 275	146^ 191	87^ 157	143^ 111	185^ 333	129^ 165	86^ 199	11 137	56^ 76	151^ 192	51^ 100	642 600	454^ 388		
CONT'D																																

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WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
KIDS ARE PEOPLE TO-CONT'D																																	
2	SUN.	10.30A	36						A	2.8	12	218	1326	357	101	380	179	225	129	82	155	175	119	82	LT	56	134	46	637	441			
KIDS ARE PEOPLE TOO II																																	
1	SUN.	11.04A	26	ABC	CL		81	82	B	3.4	14	265	1430	362	121	359	177	276	230	136	83	276	131	196	139	99	80	241	105	554	407		
2	SUN.	11.06A	24						B	3.6	14	280	1541	403	97	430	196	282	197	174	130	378	173	258	218	173	92	208	110	525	335		
LONG BEACH GRAND PRIX(S)																																	
1	SUN.	5.13P	107	CBS	SE		178	96	A	6.4	13	498	1657	606	150	655	158	275	240	225	338	794	251	395	356	397	333	89	30	119	82		
5.30 - 6.00																																	
6.00 - 6.30																																	
6.30 - 7.00																																	
MEET THE PRESS																																	
SUN.	12.30P	30	NBC	CC			161	167	A	4.7	17	366	1352	489	90	535	103	155	140	216	355	761	153	245	249	306	466	25	25	31	22		
							93	95	B	4.4	16	342	1408	539	143	583	110	181	176	232	347	697	157	259	284	314	348	48	19	80	56		
MIGHTY MOUSE/HECKLE-JECKL																																	
SUN.	8.00A	30	CBS	CA			46	46	A	1.0	9	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
							32	31	B	1.0	9	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
NBA ON CBS																																	
1	SUN.	1.00P	142	CBS	SE		174	175	A	4.2	12	327	1648	413	235	545	242	288	172	153	217	773	404	532	390	240	236	189	88	141	120		
2	SUN.	1.00P	143				91	94	B	5.6	16	436	1603	367	193	427	164	231	205	173	161	876	384	565	497	363	265	187	66	113	81		
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
NCAA CHAMP.SERIES-PRE(S)																																	
1	SAT.	1.00P	15	NBC	SC		202	98	A	6.4	23	498	1514	414	217	601	368	480	306	166	121	688	225	493	413	368	195	225	46	LT	LT		
NCAA CHAMP.SERIES-SAT-1(S)																																	
1	SAT.	1.15P	100	NBC	SE		204	98	A	8.3	27	646	1610	397	174	527	253	396	269	190	121	812	261	523	407	419	271	172	34	99	91		
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
NCAA CHAMP.SERIES-SAT-2(S)																																	
1	SAT.	3.46P	96	NBC	SE		213	99	A	9.6	27	747	1447	365	132	441	181	288	212	213	141	738	273	435	363	345	262	127	28	141	107		
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
NCAA CHAMP.SERIES-POST(S)																																	
1	SAT.	5.47P	13	NBC	SC		207	99	A	7.9	19	615	1738	499	150	549	198	302	253	224	223	799	250	438	397	363	323	133	27	267	236		
NCAA CHAMP. SERIES-SUN-1(S)																																	
1	SUN.	1.00P	124	NBC	SE		205	99	A	9.9	30	770	1465	398	118	425	164	233	208	152	183	746	323	437	356	281	278	214	84	80	80		
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11								
WEEKEND DAYTIME CONT'D																																			
NCAA CHAMP. SERIES-SUN-2(S)										206		A	11.7	29	910	1468	441	188	459	192	271	262	181	147	781	323	489	427	354	235	164	61	64	48	
1 SUN. 3.11P 98 NBC SE										99		A	10.5	26	817	1432	408	162	421	163	236	225	173	146	820	310	518	468	396	235	144	51	47	28	
3.30 - 4.00											A	12.2	30	949	1454	470	233	484	215	297	292	179	147	730	311	449	380	323	233	161	60	79	62		
4.00 - 4.30																																			
NCAA CHAMP. SERIES-PRE(S)										206		A	5.6	20	436	1663	341	133	341	78	110	73	126	190	890	340	531	460	374	278	55	14	377	286	
2 SAT. 1.00P 15 NBC SC										99																									
NCAA CHAMP. SERIES-SAT-1(S)										207		A	8.3	27	646	1502	428	172	462	120	219	222	204	180	908	318	491	482	388	332	36	10	96	84	
2 SAT. 1.15P 113 NBC SE										99		A	7.9	27	615	1576	477	197	527	128	234	216	252	216	856	297	457	460	376	318	102	30	91	74	
1.30 - 2.00											A	8.3	27	646	1485	441	166	479	125	232	247	217	171	917	295	478	464	392	366	LT	LT	89	78		
2.00 - 2.30											A	9.4	30	731	1458	396	166	428	124	225	239	168	156	963	354	541	520	407	338	LT	LT	67	67		
2.30 - 3.00																																			
NCAA CHAMP. SERIES-SAT-2(S)										209		A	11.0	29	856	1340	327	177	383	121	214	168	152	148	811	284	460	455	355	270	14	9	132	109	
2 SAT. 3.08P 147 NBC SE										99		A	9.9	29	770	1445	342	171	372	102	185	203	153	140	975	348	543	567	416	306	LT	LT	98	88	
3.00 - 3.30											A	10.4	29	809	1398	358	180	395	110	226	208	173	150	873	299	486	515	379	279	LT	LT	130	113		
3.30 - 4.00											A	10.7	28	832	1308	339	193	381	98	200	181	161	157	737	247	396	405	336	255	15	15	175	162		
4.00 - 4.30											A	11.6	29	902	1322	302	181	373	134	216	137	129	144	816	288	481	468	373	265	12	12	121	89		
4.30 - 5.00											A	12.2	31	949	1298	300	165	378	143	221	131	146	145	762	277	451	408	327	262	35	13	123	90		
NCAA CHAMP. SERIES-POST(S)										208		A	9.3	23	724	1204	354	194	438	142	257	177	186	167	590	215	315	260	222	257	45	14	131	111	
2 SAT. 5.35P 25 NBC SC										99																									
NCAA CHAMP. SERIES-SUN-1(S)										208		A	9.1	27	708	1609	365	40	407	146	240	141	177	139	964	361	522	518	407	317	63	12	175	138	
2 SUN. 1.00P 114 NBC SE										99		A	7.5	25	584	1642	371	64	391	146	243	134	174	140	1046	465	620	572	401	293	54	17	151	98	
1.00 - 1.30											A	9.2	27	716	1649	399	39	399	127	219	142	191	147	963	368	553	536	417	300	104	19	183	135		
1.30 - 2.00											A	10.0	28	778	1540	381	LT	381	127	210	114	154	140	929	314	473	498	413	328	52	LT	178	163		
2.00 - 2.30											A	9.6	26	747	1657	317	67	484	201	307	184	194	132	949	310	460	487	412	351	32	10	192	149		
2.30 - 3.00																																			
NCAA CHAMP. SERIES-SUN-2(S)										206		A	10.4	25	809	1502	331	106	365	127	223	192	168	97	965	307	527	553	478	312	19	13	153	109	
2 SUN. 2.54P 126 NBC SE										99		A	10.6	27	825	1516	359	112	429	150	265	206	209	123	917	256	482	511	454	324	14	14	156	113	
3.00 - 3.30											A	10.5	25	817	1491	312	135	358	138	227	198	165	95	930	309	529	551	454	284	45	18	158	116		
3.30 - 4.00											A	10.5	25	817	1428	314	101	314	95	175	178	152	81	975	320	525	553	495	312	15	15	124	81		
4.00 - 4.30											A	10.4	24	809	1520	338	81	338	110	206	187	143	85	1018	343	565	591	497	319	LT	LT	164	118		
4.30 - 5.00																																			
NEW FAT ALBERT SHOW										3	182	187	A	7.0	25	545	1561	295	86	318	138	221	175	121	97	335	232	279	175	78	42	159	65	749	404
SAT. 12.00N 30 CBS CA										97	98	B	6.9	25	537	1472	301	112	333	162	236	174	115	97	286	212	241	143	52	34	137	43	716	385	
PLASTICMAN/BABY PLAS SHOW										24	184	184	A	6.1	24	475	1491	225	126	302	187	221	158	91	65	219	136	198	126	71	12	192	103	778	520
SAT. 11.30A 30 ABC CA										95	95	B	6.3	25	490	1550	240	101	271	133	183	144	110	65	242	122	183	120	89	51	210	95	827	513	
PRO BOWLERS TOUR										10	189	187	A	8.6	23	669	1628	626	221	640	205	342	342	296	233	783	275	439	337	304	300	121	38	84	50
SAT. 3.30P 90 ABC SE										94	94	B	9.3	24	724	1639	622	201	665	198	346	330	300	268	708	232	379	346	306	275	130	53	136	103	
3.30 - 4.00											A	7.4	21	576	1675	669	238	683	221	383	374	340	234	795	325	485	348	306	263	95	26	102	55		
4.00 - 4.30											A	8.5	23	661	1620	641	218	652	207	359	355	306	228	776	238	411	324	321	321	141	43	51	35		
4.30 - 5.00											A	9.8	25	762	1604	585	208	597	193	296	308	255	236	781	269	428	340	291	311	127	45	99	59		
RICHIE RICH										19	193	193	A	8.3	32	646	1627	195	100	219	122	182	133	81	31	169	124	159	91	45	LT	185	105	1054	637
SAT. 9.30A 30 ABC CA										99	99	B	7.7	30	599	1703	235	83	261	149	191	138	76	56	167	88	136	107	69	24	179	87	1096	688	
SCHOOLHOUSE ROCK-8.26AM										20	177	178	A	5.3	32	412	1694	183	41	186	83	176	93	103	LT	180	112	134	98	68	24	226	58	1102	665
SAT. 8.26A 3 ABC CN										90	92	B	4.4	28	342	1657	226	81	247	149	184	126	80	47	176	87	140	112	71	30	164	47	1070	621	

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
SCHOOLHOUSE ROCK						24	193	193	A	8.1	31	630	1554	229	154	237	147	172	108	69	38	160	65	115	76	62	33	219	122	938	602
SAT. 10.26A 3 ABC CN						99	99	B	7.8	29	607	1614	225	87	256	145	190	127	85	50	194	110	162	110	69	26	209	109	955	585	
SCHOOLHOUSE ROCK-10.56AM						19	192	191	A	6.7	25	521	1710	255	176	267	190	227	130	63	26	255	137	202	104	75	43	197	115	991	610
SAT. 10.56A 3 ABC CN						98	98	B	7.6	28	591	1658	252	104	275	166	211	149	90	46	262	166	219	123	77	38	253	118	868	530	
SCHOOLHOUSE ROCK-11.55AM						23	141	134	A	3.0	12	233	1459	473	39	473	77	176	201	146	250	400	124	172	137	146	203	149	21	437	227
SUN. 11.55A 4 ABC CN						87	86	B	3.1	11	241	1458	495	175	525	168	242	198	175	255	404	155	224	194	128	154	102	44	427	266	
SCOOBY & SCRAPPY DOO						19	193	193	A	9.0	34	700	1536	221	144	230	140	174	119	75	33	130	57	114	79	69	LT	213	108	963	603
SAT. 10.00A 30 ABC CA						99	99	B	8.6	32	669	1643	226	86	257	153	189	130	72	51	189	107	156	107	69	28	202	102	995	611	
SPORTSWORLD						10	134	162	A	6.4	14	498	1604	657	170	714	260	451	354	295	218	772	352	490	440	261	242	LT	LT	110	41
SUN. 5.00P 60 NBC SE						78	85	B	7.6	18	591	1678	541	201	584	213	341	297	259	200	835	280	498	492	401	256	108	49	151	107	
5.00 - 5.30								A	6.3	14	490	1600	688	181	735	276	498	386	310	205	787	366	512	456	264	230	LT	LT	78	33	
5.30 - 6.00								A	6.6	14	513	1569	622	158	680	237	397	318	277	228	739	329	459	413	253	248	16	LT	134	43	
SUNDAY MORNING						26	129	132	A	4.5	22	350	1474	543	152	620	200	331	283	296	261	654	231	331	379	286	234	28	23	172	89
SUN. 9.00A 90 CBS N						80	83	B	4.5	22	350	1416	577	196	619	133	272	293	353	291	622	189	313	345	318	241	68	LT	107	67	
9.00 - 9.30								A	3.8	21	296	1446	522	134	600	175	299	266	331	263	632	234	341	348	253	246	41	21	173	82	
9.30 - 10.00								A	4.8	23	373	1555	590	142	657	236	388	331	297	241	668	249	352	378	290	212	21	21	209	107	
10.00 - 10.30								A	5.0	22	389	1391	506	175	596	185	300	251	269	270	633	203	288	394	294	239	26	26	136	77	
SUPERSTARS						9	180	179	A	6.3	18	490	1535	536	181	563	163	334	349	303	159	670	237	416	337	291	222	194	82	108	89
1 SUN. 2.00P 75 ABC SE						94	93	B	7.5	20	584	1691	584	222	636	196	397	353	326	192	716	280	440	388	317	213	174	60	165	111	
2 SUN. 2.00P 90									A	5.2	15	405	1679	551	190	568	126	313	334	328	188	759	287	523	371	331	226	233	84	119	82
2.00 - 2.30									A	6.4	18	498	1606	569	191	587	185	341	395	304	159	650	228	396	323	286	220	241	98	128	110
2.30 - 3.00									A	7.9	21	615	1410	509	184	543	147	330	273	286	179	677	248	437	344	273	225	88	48	102	81
TARZAN/LONE RANGER-1						3	197	198	A	7.9	30	615	1576	224	68	260	169	210	85	82	50	389	268	344	230	101	36	139	65	788	398
SAT. 10.00A 30 CBS CA						99	99	B	7.5	29	584	1601	248	86	283	163	221	127	98	62	386	237	335	247	128	43	151	52	781	381	
TARZAN/LONE RANGER-2						3	197	198	A	7.5	29	584	1620	237	89	279	174	221	106	82	58	464	331	389	285	97	65	144	47	733	353
SAT. 10.30A 30 CBS CA						99	99	B	7.0	27	545	1642	264	102	312	176	240	133	95	72	452	294	379	294	125	66	140	33	738	344	
30 MINUTES						3	172	179	A	4.5	15	350	1706	486	106	512	142	232	214	182	271	600	363	466	352	188	95	154	96	440	184
SAT. 1.30P 30 CBS DN						95	96	B	4.7	16	366	1805	510	146	527	155	246	275	219	236	556	289	392	350	236	98	219	105	503	205	
THREE ROBONIC STOOGES						2	44	44	A	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.30A 30 CBS CA						31	31	B	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
THUNDARR-THE BARBARIAN						24	192	191	A	7.0	27	545	1694	262	189	275	190	233	130	70	29	233	118	179	95	71	44	207	122	979	579
SAT. 10.30A 30 ABC CA						98	98	B	7.7	29	599	1657	247	93	269	161	206	151	90	45	235	144	195	116	75	33	247	121	906	551	
TIME OUT-8:28AM						26	190	190	A	3.3	20	257	1786	186	28	213	147	186	159	52	27	253	155	205	50	70	48	102	LT	1218	837
SAT. 8.28A 2 NBC CN						97	98	B	3.5	25	272	1543	168	33	173	94	125	39	54	40	139	73	94	63	54	37	116	22	1115	685	
TIME OUT-9:28AM						26	202	202	A	3.8	16	296	1676	270	44	270	111	135	135	65	135	109	LT	64	64	84	45	57	57	1240	883
SAT. 9.28A 2 NBC CN						99	99	B	4.8	22	373	1740	213	86	238	127	167	127	78	54	134	62	94	66	59	32	231	86	1137	708	
TIME OUT-10:28AM						26	202	202	A	4.9	19	381	1892	405	113	405	167	258	171	159	147	216	87	180	150	129	36	237	127	1034	673
SAT. 10.28A 2 NBC CN						99	99	B	4.8	18	373	1668	250	98	280	146	188	112	87	77	210	108	158	110	92	43	251	101	927	593	
TIME OUT-11:28AM						26	176	175	A	4.7	18	366	1956	431	139	524	248	346	98	194	178	360	125	268	226	235	55	153	65	919	653
SAT. 11.28A 2 NBC CN						84	84	B	5.5	21	428	1645	270	92	335	177	218	109	92	103	296	169	227	132	107	56	243	88	771	473	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
WK		START		DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
#	DAY	TIME						WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+
WEEKEND DAYTIME CONT'D																								
TIME OUT-12:28PM																								
SAT. 12.28P 2 NBC CN 25 135 135 A 4.5 16 350 1446 225^ L 228^123^ 123^ LT 34^105^ 413 241^ 355 188^ 131^ 58^ 80^ 34^ 725 506																								
73 73 B 4.6 16 358 1668 264 107 313 168 203 117 93 88 342 184 265 156 116 67 211 91 802 437																								
TOM AND JERRY																								
SAT. 8.00A 30 CBS CA 3 195 195 A 4.4 27 342 1354 220^144^ 243^167^ 202^ 55^ 55^ 41^ 219^149^ 199^143^ 70^ LT 111^ 61^ 781 369																								
76 76 B 4.2 26 327 1386 220 135 250 144 189 94 92 39 232 146 204 164 72 LT 137 75 767 415																								
TOURN. PLAYERS CHAMP-SAT.(S)																								
2 SAT. 3.00P 90 CBS SE 157 A 3.3 9 257 1230 482^117^ 486^108^ 241^234^ 180^245^ 619^121^ 370^359^ 377^225^ 117^ 78^ LT LT																								
76 76 A 3.3 10 257 1253 466^175^ 466^128^ 264^264^ 175^202^ 647^144^ 413^416^ 381^207^ 113^ 82^ 27^ 27^																								
3.00 - 3.30 A 3.2 9 249 1169 470^ 72^ 470^ 73^ 189^189^ 160^281^ 606^152^ 377^362^ 346^201^ 93^ 60^ LT LT																								
3.30 - 4.00 A 3.3 9 257 1311 521^113^ 548^132^ 279^253^ 210^269^ 614^ 61^ 322^304^ 421^276^ 149^ 94^ LT LT																								
4.00 - 4.30																								
TOURN. PLAYERS CHAMP-SUN.(S)																								
2 SUN. 4.07P 113 CBS SE 187 A 4.5 10 350 1609 659^222^ 685 99^ 268^290^ 403^354^ 711 251^ 365^299^ 253^320^ 75^ 38^ 138^ 61^																								
99 99 A 4.2 10 327 1801 733 289^ 766 173^ 359^360^ 445^328^ 772 302^ 448^329^ 269^299^ 121^ 29^ 142^ 73^																								
4.00 - 4.30 A 3.7 9 288 1615 642^264^ 687^118^ 257^281^ 388^375^ 800^330^ 483^365^ 222^317^ 87^ LT 41^ 41^																								
4.30 - 5.00 A 4.3 10 335 1612 640^177^ 676^ 99^ 260^295^ 395^360^ 736 304^ 379^347^ 223^325^ 26^ 26^ 174^ 72^																								
5.00 - 5.30 A 5.8 13 451 1472 634 198^ 634 42^ 217^239^ 386^353^ 599 128^ 233^206^ 284^328^ 73^ 73^ 166^ 55^																								
5.30 - 6.00																								

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)				{				19,060 24.5				17,270 22.2				16,180 20.8			
ABC TV				{				THAT'S INCREDIBLE				DYNASTY (OP)				SOAP			
AVERAGE AUDIENCE (Households (000) & %)				{				15,020 19.3				13,620 17.5				12,760 16.4			
SHARE OF AUDIENCE %				{				28				26				28			
AVG. AUD. BY 1/4 HR. %				{				18.5				16.9				18.5			
TOTAL AUDIENCE (Households (000) & %)				{				14,550 18.7				19,840 25.5				17,580 22.6			
CBS TV				{				WHITE SHADOW (OP)				M*A*S*H				HOUSE CALLS			
AVERAGE AUDIENCE (Households (000) & %)				{				11,440 14.7				17,970 23.1				16,340 21.0			
SHARE OF AUDIENCE %				{				21				34				31			
AVG. AUD. BY 1/4 HR. %				{				14.4				22.1				21.1			
TOTAL AUDIENCE (Households (000) & %)				{				24,200 31.1				14,940 19.2				FLAMINGO ROAD(B)			
NBC TV				{				LITTLE HOUSE-PRairie (OP)(SUS-OP)				FLAMINGO ROAD(B)							
AVERAGE AUDIENCE (Households (000) & %)				{				16,800 21.6				11,750 15.1				14.6*			
SHARE OF AUDIENCE %				{				32				31				25			
AVG. AUD. BY 1/4 HR. %				{				20.7				21.1				15.9			
TOTAL AUDIENCE (Households (000) & %)				{				21,710 27.9				17,430 22.4				16,650 21.4			
ABC TV				{				THAT'S INCREDIBLE				DYNASTY (OP)				SOAP			
AVERAGE AUDIENCE (Households (000) & %)				{				17,120 22.0				14,240 18.3				13,380 17.2			
SHARE OF AUDIENCE %				{				33				29				29			
AVG. AUD. BY 1/4 HR. %				{				20.3				17.7				17.6			
TOTAL AUDIENCE (Households (000) & %)				{				17,970 23.1				23,640 30.4				18,210 23.4			
CBS TV				{				WHITE SHADOW (OP)				M*A*S*H				HOUSE CALLS			
AVERAGE AUDIENCE (Households (000) & %)				{				13,850 17.8				21,320 27.4				14,550 18.7			
SHARE OF AUDIENCE %				{				27				41				32			
AVG. AUD. BY 1/4 HR. %				{				15.9				26.9				19.9			
TOTAL AUDIENCE (Households (000) & %)				{				16,100 20.7				16,340 21.0				NBC MONDAY NIGHT MOVIES MADAME X(OP)			
NBC TV				{				PROJECT PEACOCK DONAHUE AND KIDS(OP)				NBC MONDAY NIGHT MOVIES MADAME X(OP)							
AVERAGE AUDIENCE (Households (000) & %)				{				11,830 15.2				10,740 13.8				14.6*			
SHARE OF AUDIENCE %				{				23				22				24			
AVG. AUD. BY 1/4 HR. %				{				16.6				13.3				14.5			
TV HOUSEHOLDS USING TV (See Def. 1)				{				WK. 1				62.3				68.8			
				{				WK. 2				60.9				66.5			
				{				64.1				64.1				68.6			
				{				65.9				65.7				68.2			
				{				64.4				67.0				60.8			
				{				65.5				67.4				58.4			
				{				67.7				67.5				57.7			
				{				68.3				66.5				56.2			
				{				68.9				66.5				55.6			

U.S. TV households: 77,800,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{				18,360 23.6	16,650 21.4		18,280 23.5		17,890 23.0		17,040 21.9					
	ABC TV	{				HAPPY DAYS (R)	LAVERNE & SHIRLEY		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				16,340 21.0	15,170 19.5		16,570 21.3		16,100 20.7		13,070 16.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				32 20.3	28 19.8		31 21.0		31 21.7		20.7 20.7		17.5 17.1 16.7 15.8			
E K 2	TOTAL AUDIENCE (Households (000) & %)	{				10,190 13.1	20,310 26.1		{									
	CBS TV	{				THAT'S MY LINE (OP)	CBS TUESDAY NIGHT MOVIES HELLINGER'S LAW		{									
	AVERAGE AUDIENCE (Households (000) & %)	{				7,470 9.6	14,550 18.7		17.0* 29		18.2* 27 *		19.6* 31 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				14 8.9	15 * 10.0		25 * 17.4		27 * 18.0		19.4 19.9 20.1 19.6					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				17,510 22.5	16,730 21.5		15,950 20.5		{							
	NBC TV	{				LOBO (R)(OP)	BJ AND THE BEAR (OP)		FLAMINGO ROAD		{							
	AVERAGE AUDIENCE (Households (000) & %)	{				14,470 18.6	13,850 17.8		13,150 16.9		17.4* 28 *		16.5* 28 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				28 17.7	27 * 18.3		26 * 17.6		27 * 18.0		28 * 17.2 16.7 16.2					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				18,360 23.6	17,660 22.7		19,780 25.4		18,130 23.3		18,360 23.6					
	ABC TV	{				HAPPY DAYS	LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				15,560 20.0	16,420 21.1		17,970 23.1		16,490 21.2		15,090 19.4					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				31 19.0	31 21.0		35 22.9		34 21.3		33 19.3 19.6 19.6 19.1					
E K 2	TOTAL AUDIENCE (Households (000) & %)	{				15,020 19.3	15,480 19.9		{									
	CBS TV	{				PALMERSTOWN (OP)	CBS TUESDAY NIGHT MOVIES VOICES		{									
	AVERAGE AUDIENCE (Households (000) & %)	{				12,370 15.9	9,880 12.7		13.0* 21		13.0* 21 *		12.6* 21 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				24 15.3	24 * 15.9		20 * 13.1		21 * 13.0		21 * 12.6 12.6 12.3 12.0					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,570 21.3	19,680 25.3		{									
	NBC TV	{				BJ AND THE BEAR (OP)	FLAMINGO ROAD (SUS-OP)		{									
	AVERAGE AUDIENCE (Households (000) & %)	{				13,070 16.8	14,160 18.2		17.8* 30		18.0* 29 *		18.8* 31 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 16.0	25 * 16.2		26 * 17.1		27 * 17.6		29 * 18.1 18.9 18.8 18.5 17.7					
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	61.8	63.8	64.6	65.1	65.5	67.4	68.3	68.6	67.7	68.3	68.0	67.0	63.4	61.9	60.0	57.9
		WK 2	61.1	63.2	63.7	64.5	64.0	65.9	67.4	67.8	65.9	64.9	63.3	62.7	60.5	59.5	58.0	55.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{		15,790 20.3				17,350 22.3				14,700 18.9						
	ABC TV					← EIGHT IS ENOUGH →				← ALOHA PARADISE (OP) →				← VEGAS →				
	AVERAGE AUDIENCE (Households (000) & %)	{		12,450 16.0				15.0*	17.0*		13,690 17.6	17.3*	17.9*		11,670 15.0	15.1*	14.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		24 14.6				23 *	25 *		27 17.4	26 *	27 *		26 15.4	26 *	27 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		13,460 17.3				21,010 27.0										
	CBS TV					← ENOS (OP) →				← CBS WEDNESDAY NIGHT MOVIE THE KILLING OF RANDY WEBSTER →								
	AVERAGE AUDIENCE (Households (000) & %)	{		11,360 14.6				14.1*	15.1*		15,090 19.4	18.7*	19.5*			19.9*	19.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		22 13.6				22 *	22 *		32 18.3	28 *	30 *			34 *	36 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		20,150 25.9				16,650 21.4				14,550 18.7	14,550 18.7					
	NBC TV					← REAL PEOPLE (R)(OP) →				← DIFF'RENT STROKES (R) →				← FACTS OF LIFE (SUS-OP) →				
	AVERAGE AUDIENCE (Households (000) & %)	{		16,340 21.0				20.2*	21.8*		14,700 18.9		13,150 16.9		11,200 14.4	14.7*	14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		32 19.6				31 *	32 *		29 18.5	19.3	26 16.8	17.0	25 15.1	25 *	25 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		25,290 32.5								13,380 17.2						
	ABC TV					← GREATEST AMERICAN HERO (OP) →				← VEGAS →								
	AVERAGE AUDIENCE (Households (000) & %)	{		18,520 23.8				22.4*	24.1*			25.4*	23.4*		10,350 13.3	13.6*	12.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		35 21.8				34 *	35 *			37 *	35 *		22 14.1	22 *	22 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		15,020 19.3				23,260 29.9										
	CBS TV					← ENOS (OP) →				← CBS WEDNESDAY NIGHT MOVIE KENNY ROGERS AS THE GAMBLER(R) →								
	AVERAGE AUDIENCE (Households (000) & %)	{		11,830 15.2				14.7*	15.7*		16,490 21.2	18.9*	20.3*			23.0*	22.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		23 14.5				22 *	23 *		33 18.7	27 *	30 *			38 *	39 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{		18,910 24.3				15,790 20.3				14,240 18.3	15,480 19.9					
	NBC TV					← REAL PEOPLE (OP) →				← DIFF'RENT STROKES (OP) →				← FACTS OF LIFE (OP) →				
	AVERAGE AUDIENCE (Households (000) & %)	{		15,560 20.0				19.7*	20.3*		14,240 18.3		12,990 16.7		12,530 16.1	16.4*	15.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		30 19.5				30 *	30 *		26 17.9	25 18.8	25 16.7	16.6	27 16.3	27 *	28 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.6	62.2	62.8	63.4	63.9	64.8	66.9	68.0	66.0	66.7	66.1	65.3	60.1	57.1	55.4	54.5
		WK. 2	61.7	62.6	62.6	64.1	66.1	68.9	67.6	68.7	69.2	69.2	68.1	65.8	61.6	60.5	59.1	56.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielson NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W	TOTAL AUDIENCE (Households (000) & %)					14,630 18.8			13,460 17.3			15,020 19.3			14,780 19.0			17,890 23.0		
	ABC TV					WORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		20/20						
	AVERAGE AUDIENCE (Households (000) & %)					12,840 16.5			12,210 15.7			13,540 17.4			13,380 17.2			13,540 17.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 15.7	17.3		24 15.3	16.1		27 17.2	17.5		27 16.9	17.5		30 18.5		
E	TOTAL AUDIENCE (Households (000) & %)					15,950 20.5					21,710 27.9							19,220 24.7		
	CBS TV					WALTONS (OP)				MAGNUM, P.I.								KNOTS LANDING		
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	16.6*		17.7*		17,890 23.0	22.6*				23.4*	20.0	20.2*	19.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 16.1	26 *		27 *		36 22.4	35 *		23.5		23.3	20.2	20.2	20.3	19.2
1	TOTAL AUDIENCE (Households (000) & %)					15,950 20.5					13,930 17.9							NBC THURSDAY NIGHT MOVIES THE MILLION-DOLLAR FACE(OP)		
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)														
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	14.9*		17.2*		8,170 10.5	10.5*		10.2*				11.0*	10.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.2	24 *		26 *		17 10.5	16 *		16 *		9.9		10.9	11.1	10.9
W	TOTAL AUDIENCE (Households (000) & %)					14,550 18.7			14,240 18.3			14,390 18.5			13,150 16.9			12,060 15.5		
	ABC TV					WORK & MINDY (R)		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		ABC NEWS CLOSEUP SOLDIERS OF THE TWILIGHT						
	AVERAGE AUDIENCE (Households (000) & %)					12,060 15.5			12,840 16.5			12,840 16.5			11,750 15.1			8,640 11.1	11.6*	10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 15.0	16.1		25 16.1	17.0		25 16.4	16.6		23 15.0	15.1		20 12.1	20 *	19 *
E	TOTAL AUDIENCE (Households (000) & %)					17,510 22.5					20,310 26.1							19,140 24.6		
	CBS TV					WALTONS (OP)				MAGNUM, P.I.								KNOTS LANDING		
	AVERAGE AUDIENCE (Households (000) & %)					14,390 18.5	17.7*		19.4*		16,570 21.3	20.7*		21.9*		14,700 18.9		19.3*	18.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 17.1	27 *		29 *		32 20.4	31 *		34 *		21.9		34	33 *	34 *
2	TOTAL AUDIENCE (Households (000) & %)					16,260 20.9					18,980 24.4							NBC THURSDAY NIGHT MOVIES WHICH WAY IS UP?(SUS-OP)		
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)														
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	15.6*		16.4*		11,830 15.2	15.1*		15.4*				15.9*	14.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 15.2	24 *		25 *		25 15.0	23 *		24 *		15.6		15.1	27 *	27 *
TV HOUSEHOLDS USING TV		WK. 1	58.5	59.8	60.0	61.3	61.9	64.1	65.0	65.9	64.3	64.5	64.5	63.7	60.8	59.1	57.1	54.4		
(See Def. 1)		WK. 2	61.0	62.2	63.8	65.2	65.2	66.5	66.7	67.0	66.5	66.6	65.9	64.8	60.2	56.7	55.0	53.6		

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. MAR.19, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,850 17.8		12,290 15.8		13,930 17.9								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)					ABC FRIDAY NIGHT MOVIE THE CRACKER FACTORY(R)					
	AVERAGE AUDIENCE (Households (000) & %)					12,060 15.5		10,810 13.9		8,710 11.2	11.7*		11.3*		11.5*		10.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.8	16.2	22 14.0	13.9	19 12.0	19 *	11.5	18 *	11.0	11.8	11.2	10.2	18 10.3
E K 1	TOTAL AUDIENCE (Households (000) & %)					20,070 25.8				26,840 34.5				28,860 37.1				
	CBS TV					INCREDIBLE HULK (OP)				DUKES OF HAZZARD				DALLAS				
	AVERAGE AUDIENCE (Households (000) & %)					15,400 19.8	17.8*		21.8*	22,950 29.5	28.5*		30.4*	25,130 32.3	32.5*		32.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.0	29 *	21.0	34 *	47 27.7	46 *	30.0	49 *	55 32.2	54 *	32.7	32.7	57 31.6
2	TOTAL AUDIENCE (Households (000) & %)					12,990 16.7		12,060 15.5		10,970 14.1				8,170 10.5				
	NBC TV					HARPER VALLEY		BRADY BRIDES (OP)		NERO WOLFE (SUS-OP)				NBC MAGAZINE				
	AVERAGE AUDIENCE (Households (000) & %)					11,200 14.4		10,500 13.5		9,020 11.6	11.4*		11.8*	5,600 7.2	7.9*		6.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.1	14.8	21 13.6	13.4	19 11.4	18 *	11.9	19 *	12 8.2	13 *	7.5	6.9	12 6.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8		11,360 14.6		15,950 20.5								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)		ABC FRIDAY NIGHT MOVIE THE CHILD STEALER(R)								
	AVERAGE AUDIENCE (Households (000) & %)					10,580 13.6		10,430 13.4		10,740 13.8	13.7*		13.0*		13.9*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.2	14.0	21 13.3	13.5	23 13.8	22 *	13.1	21 *	23 *	23 *	14.0	13.8	25 14.7
E K 2	TOTAL AUDIENCE (Households (000) & %)					13,460 17.3		16,490 21.2		25,360 32.6								
	CBS TV					YOU'RE-GREATEST C BROWN (R)		BUGS BUNNY BUSTIN OUT (R)(OP)		CARNIVAL OF THRILLS (R)								
	AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7		14,940 19.2		17,970 23.1	22.2*		22.3*		24.5*		23.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.2	16.1	31 18.6	19.7	38 22.0	36 *	22.1	37 *	22.4	41 *	24.4	23.9	41 23.2
2	TOTAL AUDIENCE (Households (000) & %)					14,320 18.4		13,850 17.8		12,210 15.7				9,730 12.5				
	NBC TV					HARPER VALLEY		BRADY BRIDES (OP)		NERO WOLFE (OP)				NBC MAGAZINE				
	AVERAGE AUDIENCE (Households (000) & %)					12,990 16.7		11,830 15.2		9,340 12.0	11.9*		12.1*	7,080 9.1	9.0*		9.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.4	17.1	24 15.1	15.4	20 11.9	19 *	12.2	20 *	15 9.3	15 *	8.7	9.2	16 9.2
TV HOUSEHOLDS USING TV		WK. 1	56.1	57.9	59.4	59.8	59.9	61.8	62.9	63.9	62.3	62.6	62.9	62.4	60.4	59.0	57.2	55.9
(See Def. 1)		WK. 2	54.8	56.2	55.9	57.9	60.0	61.8	62.1	62.9	62.1	61.7	61.0	61.1	60.6	59.4	58.3	56.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.14, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1	54.9	56.6	58.9	59.3	59.2	59.6	60.6	61.2	59.9	60.4	60.5	60.0	57.7	56.3	54.3	52.9
(See Def. 1)		WK. 2	54.0	55.9	57.0	57.0	56.5	57.8	59.4	60.4	59.2	58.8	60.0	60.1	57.7	56.8	55.6	54.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.14, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W
E
E
K
1

ABC TV

TOTAL AUDIENCE { 5,520
(Households (000) & %) 7.1

AVERAGE AUDIENCE { 5,370
(Households (000) & %) 6.9

SHARE OF AUDIENCE % 15

AVG. AUD. BY ¼ HR. % 6.9

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE { 12,910
(Households (000) & %) 16.6

NBC TV

AVERAGE AUDIENCE { 8,640
(Households (000) & %) 11.1 10.8* 11.4*

SHARE OF AUDIENCE % 32 28* 34*

AVG. AUD. BY ¼ HR. % 10.8 10.9 11.5 11.4 11.1 10.3

TOTAL AUDIENCE { 5,450
(Households (000) & %) 7.0

ABC TV

AVERAGE AUDIENCE { 5,210
(Households (000) & %) 6.7

SHARE OF AUDIENCE % 14

AVG. AUD. BY ¼ HR. % 6.7

W
E
E
K
2

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE { 13,070
(Households (000) & %) 16.8

NBC TV

AVERAGE AUDIENCE { 7,780
(Households (000) & %) 10.0 10.9* 10.0* 9.0*

SHARE OF AUDIENCE % 31 29* 33* 34*

AVG. AUD. BY ¼ HR. % 10.7 11.0 10.1 9.9 9.3 8.5

TV HOUSEHOLDS USING TV	WK. 1	48.6	45.4	40.4	37.7	34.7	31.9	30.4	27.5	23.4	20.9	17.6	15.5	13.4	11.8	10.4	9.2
(See Def. 1)	WK. 2	50.8	45.7	39.0	35.6	32.0	29.4	27.2	24.7	21.5	19.3	17.2	15.3	14.1	12.7	10.7	9.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.21, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
W E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,760 16.4				{ 22,950 29.5																
	ABC TV		THOSE AMAZING ANIMALS (R)(OP)										ABC SUNDAY NIGHT MOVIE DOCTOR ZHIVAGO(R) (8:00-11:58PM)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,260 11.9		{ 11.4* 19 *		{ 12.4* 19 *		{ 11,900 15.3		{ 15.1* 23 *		{ 16.6* 24 *		{ 16.3* 24 *		{ 16.0* 24 *		{ 15.1* 24 *		{ 14.8* 25 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 19 10.9		{ 19 11.9		{ 19 12.1		{ 26 12.6		{ 26 14.7		{ 23 15.6		{ 24 16.5		{ 24 16.8		{ 24 16.5		{ 24 16.2		{ 25 16.3
E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 25,520 32.8		60 MINUTES		{ 17,430 22.4		{ 15,870 20.4		{ 21,240 27.3		{ 21,940 28.2		{ 19,680 25.3								
	CBS TV		ARCHIE BUNKER'S PLACE										ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.O.				
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,310 26.1		{ 24.6* 41 *		{ 27.5* 43 *		{ 15,480 19.9		{ 14,630 18.8		{ 19,680 25.3		{ 20,150 25.9		{ 16,340 21.0		{ 21.9* 35 *		{ 20.1* 34 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 42 23.3		{ 41 26.0		{ 43 27.4		{ 30 20.1		{ 27 19.7		{ 37 18.3		{ 39 19.4		{ 34 24.8		{ 35 25.8		{ 34 26.1		{ 34 22.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 14,780 19.0				{ 22,100 28.4				{ 19,920 25.6												
	NBC TV		DISNEY'S WONDERFUL WORLD THE CASTAWAY CONBOY, PART 1(R)										CHIPS (OP)		BIG EVENT THE CHICAGO STORY(SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,810 13.9		{ 12.7* 21 *		{ 15.1* 24 *		{ 18,050 23.2		{ 22.0* 33 *		{ 15,090 19.4		{ 19.0* 28 *		{ 19.2* 29 *		{ 19.6* 31 *		{ 19.9* 33 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 22 12.4		{ 21 13.0		{ 24 14.4		{ 34 15.8		{ 33 21.2		{ 36 22.7		{ 30 24.1		{ 28 24.7		{ 29 19.0		{ 29 19.1		{ 31 19.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 12,060 15.5				{ 24,270 31.2																
	ABC TV		LEGENDS OF THE WEST (OP)										ABC SUNDAY NIGHT MOVIE PATTON(R) (8:00-11:28PM)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,010 10.3		{ 10.3* 17 *		{ 13,460 17.3		{ 15.6* 23 *		{ 17.6* 25 *		{ 18.3* 26 *		{ 17.8* 26 *		{ 17.5* 27 *		{ 17.6* 29 *		{ 17.6* 29 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 16 10.5		{ 17 10.2		{ 16 9.7		{ 27 10.8		{ 23 14.8		{ 25 16.4		{ 26 17.1		{ 26 18.0		{ 26 18.7		{ 27 17.9		{ 27 17.6
E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 28,090 36.1		60 MINUTES (R)		{ 30,580 39.3																
	CBS TV		GONE WITH THE WIND PT. 1 (R)(OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{ 22,480 28.9		{ 27.1* 44 *		{ 30.8* 47 *		{ 20,770 26.7		{ 26.4* 39 *		{ 26.7* 38 *		{ 26.8* 38 *		{ 27.2* 40 *		{ 27.0* 42 *		{ 26.1* 43 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 46 25.7		{ 44 28.4		{ 47 31.0		{ 40 30.7		{ 39 26.2		{ 38 26.7		{ 38 26.8		{ 40 26.5		{ 40 26.7		{ 42 26.8		{ 43 25.3
E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 15,400 19.8				{ 19,530 25.1				{ 21,400 27.5												
	NBC TV		DISNEY'S WONDERFUL WORLD THE CASTAWAY CONBOY, PART 2(R)										CHIPS (R)(OP)		BIG EVENT THE END(R)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 11,050 14.2		{ 12.9* 21 *		{ 15.4* 24 *		{ 15,170 19.5		{ 18.4* 27 *		{ 20.6* 29 *		{ 18.4 28		{ 19.3* 28 *		{ 18.2* 28 *		{ 16.9* 28 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 23 12.3		{ 21 13.5		{ 24 15.3		{ 28 15.6		{ 27 18.1		{ 29 18.8		{ 29 20.4		{ 28 20.7		{ 28 19.1		{ 28 19.5		{ 28 19.7
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	59.3	61.9	63.6	64.7	65.2	67.2	68.1	68.6	67.3	68.2	67.3	66.4	63.1	61.6	60.1	59.0				
			WK. 2	59.6	62.2	64.7	65.6	66.5	67.8	69.5	70.7	70.3	69.8	68.7	68.1	65.6	64.4	62.5	59.9				

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W	TOTAL AUDIENCE (Households (000) & %)	{ 2,570 3.3																
	ABC TV	— ABC SUNDAY NIGHT MOVIE — DOCTOR ZHIVAGO(R) (8:00-11:58PM)(OP) ABC WEEKEND REPORT-SUN. (11:58-12:13AM)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 14.6* 3.3																
	SHARE OF AUDIENCE %	{ 30 *																
	AVG. AUD. BY ¼ HR. %	14.8	14.4	14.1	4.1	3.2												
E	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.8																
	CBS TV	CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,690 8.6																
	SHARE OF AUDIENCE %	{ 16																
	AVG. AUD. BY ¼ HR. %	{ 8.6																
I	TOTAL AUDIENCE (Households (000) & %)	{ 3,270 4.2																
	NBC TV	← NBC LATE NIGHT MOVIE → HELLO, LARRY(R) (11:30-12:37AM) (SUSTAINING 12:37-1:30AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,710 2.2																
	SHARE OF AUDIENCE %	{ 8 2.7* 1.8* 8 8* 8*																
	AVG. AUD. BY ¼ HR. %	3.0	2.4	1.9	1.7	1.5												
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,660 4.7																
	ABC TV	ABC SUNDAY NIGHT MOVIE PATTON(R)(OP) (8:00-11:28PM) ABC WEEKEND REPORT-SUN. (11:28-11:43PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.5																
	SHARE OF AUDIENCE %	{ 14																
	AVG. AUD. BY ¼ HR. %	17.3	5.0	4.5														
E	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.8																
	CBS TV	CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,610 8.5																
	SHARE OF AUDIENCE %	{ 17																
	AVG. AUD. BY ¼ HR. %	{ 8.5																
2	TOTAL AUDIENCE (Households (000) & %)	{ 2,260 2.9																
	NBC TV	← NBC LATE NIGHT MOVIE → JOE PANTHER(R) (11:30-1:24AM) (SUSTAINING 1:24-1:30AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,170 1.5																
	SHARE OF AUDIENCE %	{ 7 1.7* 1.4* 1.4* 1.5* 7 6* 6* 8* 11*																
	AVG. AUD. BY ¼ HR. %	1.7	1.7	1.5	1.3	1.3	1.4	1.5	1.4									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.6	45.9	38.3	32.5	25.6	22.2	18.4	16.9	15.3	13.7	12.0	10.2	8.6	7.4	6.5	5.8
		WK. 2	50.1	43.4	33.1	28.2	23.6	21.4	18.0	16.1	14.2	12.8	10.6	8.4	7.0	5.7	4.5	3.8

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,210 6.7				5,600 7.2										
				← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
		AVERAGE AUDIENCE (Households (000) & %)			4,200 5.4				4,590 5.9										
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			27 5.2		5.5		28 6.0		5.8								
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,120 5.3				3,890 5.0						5,060 6.5		5,600 7.2				
				← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →				JEFFERSONS M-F		ALICE-M-F					
		AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2				2,490 3.2						4,120 5.3		4,900 6.3				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 2.9		3.1* 3.4		17* 3.5		15 2.9		14* 3.3		25 5.0		29 5.6		6.1 6.6		
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,600 7.2				5,600 7.2				2,880 3.7		3,500 4.5				
				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				LAS VEGAS		GAMBIT		BLOCKBUSTERS			
		AVERAGE AUDIENCE (Households (000) & %)			4,360 5.6				4,670 6.0				2,490 3.2		3,030 3.9				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 5.5		5.7		28 6.3		5.8		15 3.2		18 3.2		3.8 4.0		
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,450 7.0				5,910 7.6										
				← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
		AVERAGE AUDIENCE (Households (000) & %)			4,280 5.5				4,900 6.3										
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 5.5		5.6		29 6.3		6.4								
W	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,200 5.4				3,730 4.8						5,210 6.7		5,760 7.4				
				← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →				JEFFERSONS M-F		ALICE-M-F					
		AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3				2,490 3.2						4,430 5.7		5,060 6.5				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 2.9		19* 3.4		18* 3.6		15 3.1		15* 3.1		26 5.4		29 6.0		6.3 6.8		
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,130 6.6				5,450 7.0				2,720 3.5		3,420 4.4				
				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				LAS VEGAS		GAMBIT		BLOCKBUSTERS			
		AVERAGE AUDIENCE (Households (000) & %)			3,970 5.1				4,510 5.8				2,330 3.0		3,030 3.9				
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 4.8		5.4		26 6.0		5.7		14 2.9		17 3.1		3.9 3.9		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	11.0	13.7	16.2	17.8	19.8	21.1	21.3	21.5	22.0	22.4	22.1	22.1	21.4	21.5	21.2	21.7
			WK. 2	11.4	14.0	16.2	18.0	20.1	21.3	21.7	22.5	22.3	22.3	22.1	21.6	21.2	21.8	22.3	22.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8				{ 5,760 7.4		{ 5,450 7.0		{ 8,710 11.2				{ 8,790 11.3				
	ABC TV	LOVE BOAT DAYTIME >(S)(OP)(SUS-OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3				{ 4,750 6.1		{ 4,670 6.0		{ 6,610 8.5				{ 6,690 8.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 5.0				{ 24 5.9		{ 24 5.9		{ 32 8.0				{ 31 8.1				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,380 8.2		{ 7,160 9.2		{ 5,840 7.5		{ 8,250 10.6				{ 7,860 10.1						
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,450 7.0		{ 6,300 8.1		{ 5,060 6.5		{ 6,460 8.3				{ 6,380 8.2						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 32 6.7		{ 35 8.0		{ 26 6.4		{ 31 7.8				{ 30 7.9						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,510 5.8		{ 4,120 5.3		{ 2,720 3.5		{ 3,350 4.3		{ 5,910 7.6				{ 4,670 6.0				
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.0		{ 3,580 4.6		{ 2,330 3.0		{ 2,800 3.6		{ 4,430 5.7				{ 3,730 4.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 5.0		{ 20 4.5		{ 12 3.0		{ 14 3.0		{ 21 5.3				{ 18 4.9				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,300 8.1				{ 6,920 8.9		{ 5,910 7.6		{ 8,090 10.4				{ 8,010 10.3				
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 7.2				{ 6,220 8.0		{ 5,060 6.5		{ 6,300 8.1				{ 6,380 8.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 31 6.9				{ 33 7.9		{ 25 6.4		{ 29 7.8				{ 28 8.0				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 3,890 5.0		{ 2,720 3.5		{ 3,350 4.3		{ 6,150 7.9				{ 4,980 6.4				
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3		{ 3,420 4.4		{ 2,330 3.0		{ 2,960 3.8		{ 4,670 6.0				{ 3,890 5.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{ 23 5.3		{ 18 5.4		{ 11 2.9		{ 15 3.1		{ 21 5.9				{ 17 5.0				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.6	22.4	22.9	23.8	25.5	26.5	25.0	25.6	26.1	26.9	26.7	27.0	26.9	27.6	27.7	28.7
		WK. 2	22.5	23.6	24.0	24.6	26.4	27.2	25.9	26.8	27.8	28.5	28.3	28.4	28.5	29.2	29.7	30.5
U.S. TV Households: 77,800,000																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 9-13, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
DAY MON.-FRI. MAR. 9-11, 1981																		
W	TOTAL AUDIENCE (Households (000) & %)		{ 11,440 14.7		GENERAL HOSPITAL (SUS-OP)		4,200 5.4		EDGE OF NIGHT						11,280 14.5		ABC WORLD NEWS TONIGHT	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,410 12.1		11.6*		12.6*		3,730 4.8						9,730 12.5			
	SHARE OF AUDIENCE %		{ 39		39 *		38 *		15						22			
	AVG. AUD. BY ¼ HR. %		{ 11.2		12.0		12.6		12.6		4.9		4.6				12.1 12.9	
E	TOTAL AUDIENCE (Households (000) & %)		{ 8,090 10.4		GUIDING LIGHT (OP)		3,890 5.0		ONE DAY AT A TIME-M-F						13,230 17.0		CBS EVENING NEWS- RATHER	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,610 8.5		8.4*		8.6*		3,190 4.1						11,750 15.1			
	SHARE OF AUDIENCE %		{ 27		28 *		26 *		13						26			
	AVG. AUD. BY ¼ HR. %		{ 8.5		8.3		8.4		8.7		3.8		4.3				14.8 15.3	
K	TOTAL AUDIENCE (Households (000) & %)		{ 4,510 5.8		TEXAS										11,360 14.6		NBC NIGHTLY NEWS	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,350 4.3		4.0*		4.5*								10,110 13.0			
	SHARE OF AUDIENCE %		{ 14		13 *		14 *								23			
	AVG. AUD. BY ¼ HR. %		{ 3.9		4.1		4.3		4.8						12.6 13.3			
1	TOTAL AUDIENCE (Households (000) & %)		{ 11,590 14.9		GENERAL HOSPITAL (SUS OP)		4,590 5.9		EDGE OF NIGHT						11,050 14.2		ABC WORLD NEWS TONIGHT	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,410 12.1		11.7*		12.6*		3,970 5.1						9,730 12.5			
	SHARE OF AUDIENCE %		{ 37		38 *		38 *		15						22			
	AVG. AUD. BY ¼ HR. %		{ 11.3		12.0		12.6		12.6		5.2		5.1				12.1 13.0	
E	TOTAL AUDIENCE (Households (000) & %)		{ 8,010 10.3		GUIDING LIGHT (OP)		4,120 5.3		ONE DAY AT A TIME-M-F						13,070 16.8		CBS EVENING NEWS- RATHER	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,380 8.2		8.1*		8.2*		3,420 4.4						11,670 15.0			
	SHARE OF AUDIENCE %		{ 25		26 *		24 *		13						26			
	AVG. AUD. BY ¼ HR. %		{ 8.1		8.1		8.4		8.1		4.2		4.7				14.6 15.3	
K	TOTAL AUDIENCE (Households (000) & %)		{ 5,060 6.5		TEXAS										11,200 14.4		NBC NIGHTLY NEWS	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,580 4.6		4.4*		4.8*								9,880 12.7			
	SHARE OF AUDIENCE %		{ 14		14 *		14 *								22			
	AVG. AUD. BY ¼ HR. %		{ 4.5		4.4		4.5		5.0						12.4		12.9	
TV HOUSEHOLDS USING TV WK. 1																		
(See Def. 1) WK. 2																		
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 14, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					4,510 5.8		5,910 7.6		7,080 9.1		8,010 10.3		8,320 10.7		6,150 7.9	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,810 4.9		5,060 6.5		5,840 7.5		6,770 8.7		7,160 9.2		5,450 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					30 4.3	5.4	30 6.2	6.8	30 7.2	7.7	33 8.6	8.8	34 9.2	9.1	26 7.2	6.7
E	TOTAL AUDIENCE (Households (000) & %)					4,980 6.4		6,690 8.6		9,180 11.8		8,560 11.0		7,470 9.6		7,240 9.3	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,730 4.8		5,840 7.5		7,940 10.2		7,620 9.8		6,540 8.4		6,220 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					28 4.5	5.1	34 6.9	8.0	41 10.4	9.9	37 9.9	9.7	31 8.5	8.2	30 8.3	7.6
K	TOTAL AUDIENCE (Households (000) & %)					2,720 3.5		3,420 4.4		3,890 5.0		3,970 5.1		4,820 6.2		5,840 7.5	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,260 2.9		2,720 3.5		3,110 4.0		3,270 4.2		3,810 4.9		4,670 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					18 2.8	3.0	16 3.5	3.5	16 4.0	4.1	16 4.0	4.4	19 4.9	4.8	23 5.8	6.2
1	TOTAL AUDIENCE (Households (000) & %)					3,970 5.1		4,980 6.4		6,460 8.3		7,080 9.1		8,560 11.0		6,300 8.1	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,420 4.4		4,280 5.5		5,370 6.9		6,150 7.9		6,770 8.7		5,450 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					30 4.0	4.9	29 5.3	5.7	31 6.6	7.3	32 7.6	8.2	34 8.9	8.5	27 6.9	7.2
E	TOTAL AUDIENCE (Households (000) & %)					3,890 5.0		5,760 7.4		7,550 9.7		8,320 10.7		6,920 8.9		6,150 7.9	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,110 4.0		4,820 6.2		6,070 7.8		6,920 8.9		5,760 7.4		5,450 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					25 3.4	4.6	32 5.7	6.7	35 7.4	8.3	36 8.9	8.9	29 7.4	7.4	27 7.2	6.8
2	TOTAL AUDIENCE (Households (000) & %)					2,570 3.3		3,420 4.4		3,580 4.6		3,730 4.8		4,430 5.7		5,450 7.0	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,950 2.5		2,490 3.2		2,880 3.7		3,110 4.0		3,350 4.3		4,590 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					17 2.1	2.8	17 3.4	3.0	17 3.7	3.8	16 3.9	4.1	17 4.2	4.5	23 5.7	6.1
TV HOUSEHOLDS USING TV		WK. 1	6.9	8.4	10.0	13.3	16.3	18.3	21.3	22.8	24.9	25.1	26.0	26.6	27.1	27.2	26.8
(See Def. 1)		WK. 2	6.5	7.6	9.4	11.2	14.2	17.1	19.2	20.0	21.3	23.2	24.4	25.6	25.2	25.6	25.9
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY SAT. MAR. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 14, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	5,840 7.5	5,520 7.1		5,600 7.2		6,920 8.9									
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE CONTEST KID STRIKES AGAIN		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1	4,820 6.2		4,750 6.1		4,510 5.8		6.0*			5.7*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 6.3	25 6.0		23 6.1		21 5.7		22 *			20 *				
E	TOTAL AUDIENCE (Households (000) & %)	{	6,300 8.1	6,610 8.5		6,380 8.2		5,520 7.1		5,880 7.3		4,280 5.5					
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,370 6.9	5,370 6.9		5,520 7.1		4,590 5.9		4,430 5.7		3,420 4.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.1	26 6.7		26 7.2		22 6.1		20 5.7		15 4.4					
K	TOTAL AUDIENCE (Households (000) & %)	{	4,900 6.3	4,510 5.8		3,730 4.8		3,110 4.0		5,210 6.7	10,890 14.0						
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA CHAMP. SERIES- PRE	NCAA CHAMP.SERIES-SAT-1 VARIOUS TEAMS AND TIMES (1:15-3:05PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2	3,810 4.9		3,190 4.1		2,410 3.1		4,980 6.4	6,460 8.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.2	19 5.1		15 4.8		11 5.0		23 6.4	27 8.3		8.3*		8.4*		9.1*
1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 9.0	5,600 7.2		4,750 6.1		7,080 9.1									
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE GOLD BUG, PART 1		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 7.0	4,670 6.0		3,890 5.0		4,120 5.3		5.0*		5.7*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 7.0	24 6.9		18 6.1		19 5.8		18 *		20 *					
E	TOTAL AUDIENCE (Households (000) & %)	{	6,380 8.2	5,600 7.2		6,610 8.5		6,460 8.3		6,220 8.0		4,360 5.6					
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,210 6.7	4,980 6.4		5,290 6.8		5,520 7.1		4,820 6.2		3,580 4.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.7	24 6.8		24 6.5		25 6.4		22 7.2		15 7.0					
2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6	4,120 5.3		4,670 6.0		2,410 3.1		4,590 5.9	12,210 15.7						
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA CHAMP. SERIES- PRE	NCAA CHAMP.SERIES-SAT-1 KANSAS STATE VS NORTH CAROLINA (1:15-3:05PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.4	3,730 4.8		3,730 4.8		2,020 2.6		4,360 5.6	6,460 8.3		7.9*		8.3*		9.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 4.4	19 4.3		17 4.7		9 5.0		20 5.6	27 6.1		27 *		27 *		30 *
TV HOUSEHOLDS USING TV WK. 1			26.2	25.9	26.6	26.8	27.0	27.5	27.2	27.2	28.1	29.5	29.8	30.7	31.1	32.5	31.8
(See Def. 1)		WK. 2	25.9	26.2	26.0	27.0	27.8	29.2	28.7	28.8	28.3	29.1	29.8	30.7	31.5	32.0	31.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 21, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
ABC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
SHARE OF AUDIENCE %		{		{		{		{		{		{		{		{	
AVG. AUD. BY ¼ HR.		{		{		{		{		{		{		{		{	
W		{		{		{		{		{		{		{		{	
E		{		{		{		{		{		{		{		{	
E		{		{		{		{		{		{		{		{	
K		{		{		{		{		{		{		{		{	
1		{		{		{		{		{		{		{		{	
TOTAL AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
NBC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
SHARE OF AUDIENCE %		{		{		{		{		{		{		{		{	
AVG. AUD. BY ¼ HR.		{		{		{		{		{		{		{		{	
TOTAL AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
ABC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
SHARE OF AUDIENCE %		{		{		{		{		{		{		{		{	
AVG. AUD. BY ¼ HR.		{		{		{		{		{		{		{		{	
W		{		{		{		{		{		{		{		{	
E		{		{		{		{		{		{		{		{	
E		{		{		{		{		{		{		{		{	
K		{		{		{		{		{		{		{		{	
2		{		{		{		{		{		{		{		{	
TOTAL AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
NBC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		{		{		{		{		{		{		{	
SHARE OF AUDIENCE %		{		{		{		{		{		{		{		{	
AVG. AUD. BY ¼ HR.		{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		{		{		{		{		{		{		{		{	
WK. 2		{		{		{		{		{		{		{		{	

U.S. TV Households: 77,800,000

(1) NCAA CHAMP. SERIES-POST, NBC, (5:47-6:00PM)(S)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E TOTAL AUDIENCE
(Households (000) & %) {

E CBS TV

K AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

1 TOTAL AUDIENCE
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E TOTAL AUDIENCE
(Households (000) & %) {

E CBS TV

K AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

2 TOTAL AUDIENCE
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	5.2	6.2	6.8	8.4	10.2	13.6	16.1	17.3	18.9	20.0	21.0	22.1	23.8	24.1	23.5	22.9
(See Def. 1)	WK. 2	4.9	6.1	6.9	7.6	9.9	12.6	14.2	15.7	17.7	20.0	21.6	22.6	22.5	22.9	22.4	22.9

U.S. TV Households: 77,800,000

3,270
4.2
KIDS ARE PEOPLE
TOO!
(10:30-11:04AM)
2,490
3.2
14
3.1 3.2

930 1.2 MIGHTY MOUSE/ HECKLE-JECKL (OP)	1,560 2.0 THREE ROBONIC STOOGES (OP)	5,840 7.5	SUNDAY MORNING				FOR OUR TIMES (SUS)			
620 .8 7 .7	930 1.2 8 .7	3,190 4.1 19 3.5	3.7*	20 *	4.2*	20 *	4.4*	18 *	4.3	
	.9	1.7	3.9	4.1	4.3	4.5				

2,720
3.5
KIDS ARE PEOPLE
TOO!
(10:30-11:06AM)
1,870
2.4 2.3*
10 10 *
2.1 2.5

1,170 1.5 MIGHTY MOUSE/ HECKLE-JECKL (OP)	1,170 1.5 THREE ROBONIC STOOGES (OP)	6,460 8.3	SUNDAY MORNING				FOR OUR TIMES (SUS)			
860 1.1 10 .9	860 1.1 8 1.1	3,810 4.9 24 3.5	3.9*	22 *	5.3*	25 *	5.5*	24 *	5.4	
	1.3	1.1	4.3	4.9	5.8	5.7				

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	{	3,270 4.2	3,270 4.2		4,200 5.4								8,250 10.6			
AVERAGE AUDIENCE (Households (000) & %)	{	2,570 3.3	2,490 3.2		3,270 4.2								4,670 6.0			
SHARE OF AUDIENCE %		14	13		17								17	14 *		18 *
AVG. AUD. BY ¼ HR. %		3.3	3.3	3.1	3.3	4.5	3.9						4.5	5.3	6.0	6.7
E																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	{		4,120 5.3						7,940 10.2							
AVERAGE AUDIENCE (Households (000) & %)	{		3,420 4.4						2,800 3.6							
SHARE OF AUDIENCE %			18						11	3.7*		3.5*		3.2*		3.2*
AVG. AUD. BY ¼ HR. %			4.2	4.5					3.8	3.5	3.3	3.6	3.2	3.2	3.1	3.2
1																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	{				4,430 5.7				13,540 17.4							
AVERAGE AUDIENCE (Households (000) & %)	{				3,660 4.7				7,700 9.9							
SHARE OF AUDIENCE %					17				30	7.3*		10.0*		11.1*		11.2*
AVG. AUD. BY ¼ HR. %					4.4	4.9			6.5	8.1	9.8	10.1	10.7	11.5	11.2	11.2
W																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0	2,180 2.8		3,500 4.5								9,730 12.5			
AVERAGE AUDIENCE (Households (000) & %)	{	2,720 3.5	1,790 2.3		2,800 3.6								5,130 6.6			
SHARE OF AUDIENCE %		14	9		13								6.6	5.5*		6.3*
AVG. AUD. BY ¼ HR. %		3.3	3.5	2.1	3.7	3.4							5.0	6.0	6.0	6.7
E																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	{		4,900 6.3						9,260 11.9							
AVERAGE AUDIENCE (Households (000) & %)	{		3,810 4.9						3,660 4.7							
SHARE OF AUDIENCE %			19						14	3.8*		5.3*		4.5*		4.9*
AVG. AUD. BY ¼ HR. %			4.9	4.8					3.6	4.1	5.2	5.5	4.6	4.3	4.6	5.1
2																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	{				4,510 5.8				12,910 16.6							14,390 18.5
AVERAGE AUDIENCE (Households (000) & %)	{				3,580 4.6				7,080 9.1							8,090 10.4
SHARE OF AUDIENCE %					16				27	7.5*		9.2*		10.0*		10.4
AVG. AUD. BY ¼ HR. %					3.9	5.2			6.9	8.0	9.3	9.1	9.9	10.1	9.7	9.3
TV HOUSEHOLDS USING TV	WK. 1	22.6	23.2	23.6	24.2	24.5	25.5	27.1	28.5	30.7	31.8	32.4	33.4	33.9	35.1	35.6
(See Def. 1)	WK. 2	24.3	24.8	25.7	26.2	27.4	28.0	28.5	30.0	30.3	31.9	33.8	34.9	35.3	35.9	36.3
																37.2

U.S. TV Households: 77,800,000

(1) NCAA CHAMP. SERIES-SUN-2, NBC, (2:54-5:00PM) (6)

For explanation of symbols, See page A.

DAY SUN. MAR. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,570 12.3		(1) INT'L CHAMPIONSHIP BOXING		15,720 20.2		ABC WIDE WORLD SPORTS SUN						9,800 12.6		ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,610 8.5		8.4*		8,710 11.2		9.4*		11.3*		12.9*		8,480 10.9			
	SHARE OF AUDIENCE %	{	21		21 *		22 *		22 *		25 *		27 *		20			
	AVG. AUD. BY ¼ HR. %	{	7.6	7.7	8.1	8.7	9.0	9.1	9.1	9.6	10.9	11.7	12.5	13.2	10.9	11.0		
2	TOTAL AUDIENCE (Households (000) & %)	{	7,240 9.3		(2) DORAL EASTERN OPEN-SUN. (3:22-5:13PM)(OP)(-OP)		11,750 15.1		LONG BEACH GRAND PRIX (5:12-7:00PM)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.6		4.1*		4,980 6.4		5.5*		6.5*		8.1*					
	SHARE OF AUDIENCE %	{	12		11 *		13		12 *		13 *		15 *					
	AVG. AUD. BY ¼ HR. %	{	4.7	4.0	4.1	4.0	4.0	4.3	4.6	5.1	5.2	4.7	5.2	5.7	6.4	6.6	7.5	8.6
1	TOTAL AUDIENCE (Households (000) & %)	{	13,540 17.4		NCAA CHAMP. SERIES-SUN-2 VARIOUS TEAMS AND TIMES (3:11-7:39PM)(OP)		8,480 10.9		SPORTSWORLD						9,880 12.7		NBC NIGHTLY NEWS-SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,100 11.7		10.5*		5,060 6.5		6.7*		6.4*		8,090 10.4					
	SHARE OF AUDIENCE %	{	29		26 *		14		15 *		13 *		19					
	AVG. AUD. BY ¼ HR. %	{	10.9	10.7	10.6	10.3	11.8	12.5	13.7	14.3	6.7	6.6	6.2	6.7	10.2	10.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,440 14.7		SUPERSTARS (2:00-3:30PM)		17,190 22.1		ABC WIDE WORLD-SPORTS SUN						10,660 13.7		ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,640 7.9*		10,660 11.1		12.3*		15.0*		13.3*		9,020 11.6					
	SHARE OF AUDIENCE %	{	21 *		24 *		29 *		34 *		28 *		22					
	AVG. AUD. BY ¼ HR. %	{	7.3	8.4	9.1	10.7	12.1	12.5	12.6	13.0	14.9	15.2	14.2	12.4	11.5	11.7		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,840 7.5		(3) CBS SPORTS SPEC. SUN. ED. (3:23-4:07PM)(OP)(-OP)		8,480 10.9		TOURN. PLAYERS CHAMP-SUN. (8:07-8:00PM)(OP)						9,100 11.7		CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,660 4.7		3,500 4.7*		4.2*		3.7*		4.3*		5.8*		7,940 10.2			
	SHARE OF AUDIENCE %	{	11		11 *		10		9 *		10 *		13 *		19			
	AVG. AUD. BY ¼ HR. %	{	5.1	4.3	4.6	4.7	4.5	4.1	3.8	3.7	4.2	4.5	5.4	6.2	9.5	10.8		
2	TOTAL AUDIENCE (Households (000) & %)	{	7,780 10.0		NCAA CHAMP SERIES-SUN-2 LSU VS WICHITA STATE (2:54-3:00PM)		SPORTSWORLD								6,920 8.9		NBC NIGHTLY NEWS-SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	{	10.6*		10.5*		10.5*		10.4*		4,900 6.3		5.9*		6,150 7.9			
	SHARE OF AUDIENCE %	{	27 *		25 *		25 *		24 *		14		14 *		15			
	AVG. AUD. BY ¼ HR. %	{	10.3	10.9	10.7	10.3	10.4	10.6	10.6	10.2	5.8	6.0	6.4	7.2	7.6	8.1		
TV HOUSEHOLDS USING TV		WK. 1	37.4	39.3	40.0	40.4	41.0	42.1	42.8	44.5	45.4	46.1	48.0	49.3	52.4	53.9	55.8	56.3
(See Def. 1)		WK. 2	38.0	39.6	41.2	42.6	42.9	43.0	44.6	45.3	45.1	45.8	47.0	48.6	51.7	53.7	54.7	56.3

U.S. TV Households: 77,800,000

(1) SUPERSTARS, ABC, (2:00-3:15PM)

(2) NBA ON CBS, PHILADELPHIA VS NEW YORK & CHICAGO VS KANSAS CITY, CBS, (1:00-3:22PM)

(3) NBA ON CBS, BOSTON VS PHIL., CBS, (1:00-3:23PM)

For explanation of symbols, See page A.

DAY SUN. MAR. 22, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY													
NBC NBC UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45										
EVENING TUESDAY													
NBC NBC UPDATE-2-TUE(SUS)	2	9.57- 9.58PM	9.45										
EVENING WEDNESDAY													
NBC NBC UPDATE-2 WED(SUS)	1	9.58- 9.59PM	9.45										
EVENING THURSDAY													
NBC NBC UPDATE-2-THU(SUS)	2	9.50- 9.51PM	9.45										
EVENING FRIDAY													
NBC NBC UPDATE-2-FRI(SUS)	1	9.58- 9.59PM	9.45										
EVENING SATURDAY													
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,040	21.9	17,040	21.9	36	21.9	16,800	21.6	36	21.6
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,260	11.9	9,260	11.9	19	11.9	9,730	12.5	21	12.5
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,490	12.2	9,490	12.2	20	12.2	8,790	11.3	19	11.3
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	7,240	9.3	7,240	9.3	15	9.3				
NBC NBC UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45										
EVENING SUNDAY													
ABC ABC NEWSBRIEF-SUN.		7.58 7.59PM	7.45	9,650	12.4	9,650	12.4	19	12.4	9,410	12.1	18	12.1
ABC ABC SUNDAY NIGHT MOVIE	1	8.00-11.58PM	+GRID	22,950	29.5	11,900	15.3	26					
	2	8.00-11.28PM	+GRID							24,270	31.2	13,460	17.3
			11.15									16.5*	35*
			11.45					13.8* 39*	13.3				15.6
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	15,020	19.3	15,020	19.3	28	19.3	19,060	24.5	18,830	24.2
	2	8.56- 8.58PM	8.45							12,990	16.7	12,990	16.7
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	15,400	19.8	15,400	19.8	29	19.8	11,980	15.4	11,980	15.4
NBC NBC NEWS UPDATE-2-SUN.	2	9.48- 9.49PM	9.45										
NBC NBC UPDATE-2-SUN(SUS)	1	9.49- 9.50PM	9.45										
EVENING MONDAY-FRIDAY													
ABC ABC NEWSBRIEF-M-F		>	8.45	12,910	16.6	12,910	16.6	25	12.5	12,990	16.7	12,910	16.6
			9.45						17.6				13.2
ABC ABC NEWS:NIGHTLINE M-TH		11.30-12.00MD	11.30	7,240	9.3	6,150	7.9	24	8.6	6,460	8.3	5,210	6.7
			11.45						7.2				21
			11.15						7.7				7.6
ABC FRIDAYS	1	11.30-12.41AM	11.30	8,790	11.3	5,600	7.2	23	7.7	9,100	11.7	5,600	7.2
	2	11.30-12.40AM	11.30										8.6
			11.45					7.6*	7.6				7.7
			12.00					7.2*	7.5				7.1
			12.15						7.0			6.8*	6.5
			12.30						6.0				5.9
ABC CHARLIE'S ANGELS-12.00	1	12.00- 1.08AM	12.00	4,980	6.4	3,110	4.0	19	4.6	4,430	5.7	2,960	3.8
	2	12.00- 1.09AM	12.00										17
CONT'D													4.1

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-12.00-CONT'D																			
			12.15																
			12.30																
			12.45																
			1.00																
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	5,060	6.5	3,660	4.7	22	5.3	MON.	4,430	5.7	3,030	3.9	19	4.3	MON.		
			12.15				5.1*	21*	5.0	MON.				4.1*	18*	3.9	MON.		
			12.30				4.7		4.7	MON.						4.1	MON.		
			12.45				4.5*	24*	4.3	MON.				3.8*	21*	3.6	MON.		
			1.00						4.1	MON.						3.3	MON.		
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	4,200	5.4	3,030	3.9	19	4.0	WED.	4,590	5.9	3,110	4.0	18	4.4	WED.		
			12.15				4.1*	18*	4.3	WED.				4.2*	16*	4.0	WED.		
			12.30						4.1	WED.						4.2	WED.		
			12.45				3.9*	20*	3.7	WED.				4.0*	20*	3.8	WED.		
			1.00						3.3	WED.						3.4	WED.		
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.00- 1.07AM	12.00	6,850	8.8	4,280	5.5	26	6.1	TUE.									
	2	12.00- 1.11AM	12.00								5,450	7.0	3,500	4.5	22	4.8	TUE.		
			12.15				5.8*	23*	5.5	TUE.				4.9*	20*	5.0	TUE.		
			12.30						5.5	TUE.						4.6	TUE.		
			12.45				5.3*	29*	5.1	TUE.				4.3*	23*	3.9	TUE.		
			1.00						4.9	TUE.						3.9	TUE.		
ABC POLICE STORY																			
	1	1.08- 1.49AM	1.00	2,880	3.7	2,020	2.6	20	2.7	WED.									
	2	1.08- 1.52AM	1.00								2,570	3.3	1,870	2.4	16	2.8	WED.		
			1.15				2.6*	18*	2.5	WED.				2.5*	15*	2.4	WED.		
			1.30						2.7	WED.						2.2	WED.		
			1.45						2.8	WED.				2.2*	17*	2.2	WED.		
	1	1.49- 2.16AM	(SUS)																
	2	1.52- 2.16AM	(SUS)																
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.07- 1.26AM	1.00	4,050	5.2	3,810	4.9	33	5.0	TUE.									
	2	1.11- 1.35AM	1.00						4.9	TUE.	2,960	3.8	2,800	3.6	26	3.8	TUE.		
			1.15													3.5	TUE.		
			1.30													3.6	TUE.		
	1	1.26- 2.12AM	(SUS)																
	2	1.35- 2.13AM	(SUS)																
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	22	15.0	M-F	12,530	16.1	12,530	16.1	24	16.1	M-F		
CBS CBS NEWS SPEC. RPT. TUE.(S)	2	11.30-12.05AM	11.30								5,450	7.0	4,280	5.5	18	5.9	TUE.		
			11.45											5.6*	18*	5.3	TUE.		
			12.00													5.1	TUE.		
CBS LATE MOVIE I		>	11.30	7,700	9.9	5,210	6.7	24	7.6	M-F	7,160	9.2	4,820	6.2	23	7.4	M-F		
			11.45				7.3*	22*	7.0	M-F				7.3*	22*	7.2	MWTHF		
			12.00						6.5	M-F						6.3	M-F		
			12.15				6.4*	25*	6.2	M-F				6.2*	24*	5.9	M-F		
			12.30						5.8	M-F						5.6	M-F		
			12.45						5.9	M-F				3.7*	19*	4.4	M-F		
			1.00													3.4	TUE.		
			(SUS)																
CBS LATE MOVIE II		>	12.30	4,280	5.5	3,580	4.6	27	5.0	M-F	4,430	5.7	3,730	4.8	28	5.9	M-F		
CONT'D			12.45				4.4*	22*	4.9	M-F						5.6	MWTHF		

				WEEK 1					WEEK 2											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY	TELE- CAST	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY	TELE- CAST			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	% 1/4 HR	DAYS	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	% 1/4 HR	DAYS			
EVENING MONDAY-FRIDAY-CONT'D																				
CBS LATE MOVIE II-CONT'D				1.00					4.6	M-F						5.3	M-F			
				1.15					4.1	M-F				5.2* 30*	4.5	M-F				
				1.30					3.8	WED.				3.5	TU & F					
				1.45									2.8* 24*	2.8	TU & F					
				2.00									2.7	TUE.						
VARIOUS TIMES (SUS)																				
NBC NBC NEWS UPDATE-M-F				1 >	8.45	11,980	15.4	12,450	16.0	24	14.5	M-F	11,130	14.3	11,130	14.3	21	14.3	M-F	
				2 8.58- 8.59PM	8.45															
					9.15					19.0	MON.									
NBC NBC NEWS UPDATE-2-M-F				>	9.45	9,570	12.3	9,570	12.3	19	12.3	TU&TH	9,410	12.1	9,410	12.1	19	12.1	MWF	
NBC TONIGHT SHOW				11.30-12.30AM	11.30	8,170	10.5	4,900	6.3	22	7.7	M-F	9,570	12.3	6,220	8.0	27	9.1	M-F	
					11.45					7.1* 21*	6.6	M-F				8.7* 26*	8.2	M-F		
					12.00					6.0	M-F						7.7	M-F		
					12.15					5.4* 21*	4.9	M-F				7.2* 27*	6.7	M-F		
NBC MIDNIGHT SPECIAL				12.30- 2.00AM	12.30	4,820	6.2	2,180	2.8	15	3.8	FRI.	6,460	8.3	2,880	3.7	18	5.4	FRI.	
					12.45					3.4* 15*	3.0	FRI.				4.8* 19*	4.2	FRI.		
					1.00					2.6	FRI.						3.8	FRI.		
					1.15					2.7* 15*	2.9	FRI.				3.6* 17*	3.4	FRI.		
					1.30					2.4	FRI.						3.1	FRI.		
					1.45					2.1* 15*	1.9	FRI.				2.8* 18*	2.4	FRI.		
NBC TOMORROW COAST TO COAST-1				12.30- 1.00AM	12.30	3,190	4.1	2,720	3.5	19	3.8	M-TH	3,970	5.1	3,500	4.5	23	4.8	M-TH	
					12.45						3.1	M-TH						4.3	M-TH	
NBC TOMORROW COAST TO COAST-2				>	1.00	2,650	3.4	1,870	2.4	18	2.8	M-TH	3,350	4.3	2,330	3.0	22	3.7	M-TH	
					1.15						2.7	M-TH						3.2	M-TH	
					1.30						2.1	M-TH						2.7	M-TH	
					1.45						1.9	M-TH						2.4	M-TH	
VARIOUS TIMES (SUS)																				
DAY MONDAY-FRIDAY																				
ABC LOVE BOAT DAYTIME				1 >	→GRID	5,290	6.8	4,120	5.3	23		M-F								
					11.15						5.3* 24*	5.5	MTUTHTF							
					11.30						5.3	M-F								
					11.45						5.5	M-F								
ABC REAGAN ADDRESS(S)				1 11.00-11.43AM	11.00	4,590	5.9	3,350	4.3	19	4.3	WED.								
					11.15						4.0	WED.								
					11.30						4.6	WED.								
ABC SPECIAL REPORT(SUS)				1 11.16-11.18AM	11.15							THU.								
ABC FYI-12.58(SUS)				12.58-12.59PM	12.45							M-F						M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F				1 >	1.45	6,460	8.3	6,070	7.8	29	7.8	M-F	6,920	8.9	6,690	8.6	30	8.6	M-F	
				2 1.57- 1.59PM	1.45															
ABC FYI-2.58(SUS)				2.58- 2.59PM	2.45							M-F						M-F		
ABC FYI-3.58(SUS)				3.58- 3.59PM	3.45							M-F						M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)				2 4.30- 5.30PM	4.30								11,280	14.5	8,250	10.6	26	9.9	WED.	
					4.45													10.1	WED.	
					5.00													11.0	WED.	
					5.15													11.2* 26*	11.4	WED.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,840	7.5	5,680	7.3	31	7.3	M-F	5,600	7.2	5,370	6.9	28	6.9	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,910	7.6	5,600	7.2	21	7.2	M-F	5,450	7.0	5,130	6.6	20	6.6	M-F
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	7,700	9.9	5,130	6.6	17	5.4	TUE.							
			4.15					5.8*	16*	TUE.							
			4.30						7.0	TUE.							
			4.45					7.4*	18*	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	4,430	5.7	4,280	5.5	31	5.5		4,050	5.2	3,970	5.1	32	5.1	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	7,310	9.4	6,920	8.9	33	8.9		6,150	7.9	5,680	7.3	29	7.3	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,210	6.7	5,060	6.5	24	6.5		5,450	7.0	5,290	6.8	26	6.8	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,680	7.3	4,820	6.2	25	6.2		4,670	6.0	4,360	5.6	22	5.6	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,280	5.5	4,050	5.2	28	5.2		3,810	4.9	3,660	4.7	27	4.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	6,380	8.2	6,150	7.9	35	7.9		5,370	6.9	5,130	6.6	33	6.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	8,010	10.3	7,700	9.9	39	9.9		7,080	9.1	6,610	8.5	37	8.5	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	6,770	8.7	6,460	8.3	31	8.3		5,990	7.7	5,680	7.3	29	7.3	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,910	7.6	5,680	7.3	27	7.3		5,450	7.0	4,980	6.4	25	6.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,210	6.7	4,980	6.4	25	6.4		5,370	6.9	5,130	6.6	25	6.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,760	7.4	5,130	6.6	25	6.6		5,370	6.9	5,060	6.5	24	6.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	6,070	7.8	5,520	7.1	26	7.1		5,910	7.6	5,520	7.1	24	7.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,670	6.0	4,360	5.6	21	5.6		5,450	7.0	5,210	6.7	23	6.7	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,670	6.0	4,200	5.4	18	5.4		5,060	6.5	4,430	5.7	20	5.7	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,800	3.6	2,570	3.3	19	3.3		2,720	3.5	2,570	3.3	21	3.3	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,570	3.3	2,570	3.3	15	3.3		2,720	3.5	2,410	3.1	16	3.1	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,110	4.0	2,960	3.8	15	3.8		2,960	3.8	2,960	3.8	17	3.8	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,350	4.3	3,190	4.1	16	4.1		3,500	4.5	3,270	4.2	17	4.2	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,810	4.9	3,660	4.7	18	4.7		4,120	5.3	3,890	5.0	20	5.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,820	6.2	4,590	5.9	22	5.9		4,980	6.4	4,590	5.9	22	5.9	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,050	5.2	3,810	4.9	19	4.9		3,660	4.7	3,500	4.5	17	4.5	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,810	4.9	3,660	4.7	18	4.7		4,120	5.3	3,970	5.1	19	5.1	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,270	4.2	3,110	4.0	15	4.0		3,890	5.0	3,810	4.9	17	4.9	
NBC NCAA CHAMP.SERIES-SAT-1(S)	2	1.15- 3.08PM	-GRID 3.00								12,210	15.7	6,460	8.3	27		
NBC NCAA CHAMP.SERIES-SAT-2(S)	2	3.08- 5.35PM	-GRID 5.30													9.5	
NBC NCAA CHAMP.SERIES-1-FILL(SUS)	1	3.05- 3.22PM	3.00													9.2	
NBC NCAA CHAMP.SERIES-2-FILL(SUS)	1	5.40- 5.47PM	5.30														

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.04AM	-GRID	3,270	4.2	2,490	3.2	14			2,720	3.5	1,870	2.4	10		
	2	10.30-11.06AM	-GRID 11.00						3.3							3.1	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,650	3.4	2,490	3.2	14	3.2		2,570	3.3	2,410	3.1	13	3.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,880	3.7	2,720	3.5	14	3.5		2,100	2.7	1,950	2.5	10	2.5	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	620	.8	620	.8	6	.8		1,170	1.5	1,090	1.4	12	1.4	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,790	2.3	1,630	2.1	13	2.1		930	1.2	930	1.2	8	1.2	
CBS NBA ON CBS	1	1.00- 3.22PM	-GRID	7,940	10.2	2,800	3.6	11									
	2	1.00- 3.23PM	-GRID 3.15						4.6	13*	4.6	9,260	11.9	3,660	4.7	14	4.5
CBS CBS SPORTS SPC. SUN. ED.(S)	2	3.23- 4.07PM	-GRID 4.00								5,840	7.5	3,660	4.7	11		5.5
CBS DORAL EASTERN OPEN-SUN.(S)	1	3.22- 5.13PM	-GRID 5.00	7,240	9.3	3,580	4.6	12		6.3							
NBC NCAA CHAMP. SERIES-SUN-1(S)	1	1.00- 3.04PM	-GRID	13,540	17.4	7,700	9.9	30			12,910	16.6	7,080	9.1	27		
	2	1.00- 2.54PM	-GRID 2.45 3.00							11.5					9.6* 26*	9.5	